

The REPORTER of

Direct Mail

Advertising



NOVEMBER 1948

In this issue . . .

Friendly Direct Mail Gets Clothing Store Customers . . .
An Unusual Report About Bill Enclosures . . .

... get the press that

Does Everything



HARRIS 17x22
SINGLE COLOR OFFSET PRESS

*speeds up to
7000 an hour*

Start with a small model and keep pace with your growth... from stamping work to your premium color work... make your first color press a HARRIS 17x22.

Right in size for general work, right in design for profitable operation, right in price for a beginning investment.

Learn the secret how Harris makes you of finer register, higher speeds, faster make-ready, smoother ink and longer press.

There's a story you also know about this press. It's quickly and interestingly told in a short movie: **PRINTING PROFITS**. You are invited to see it at your own convenience in your own office. Call your Harris representative.

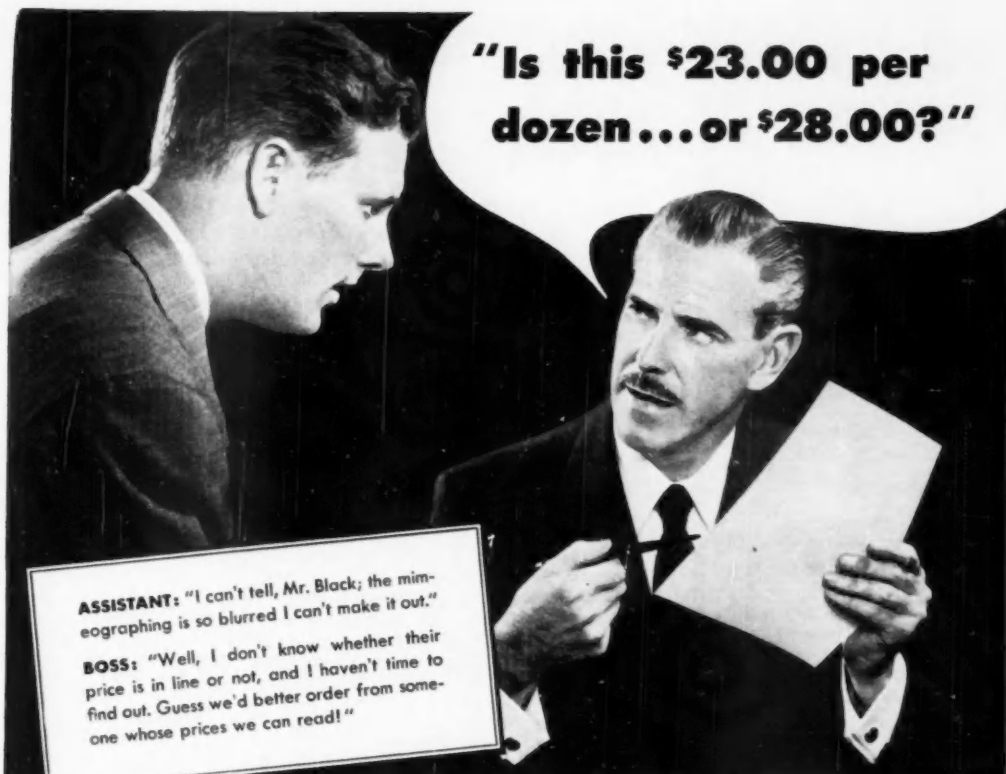


PRINTING PROFITS

A new motion picture in full sound and color—tells the *why* and *how* of Harris small offset press operation. See it without obligation; call your Harris representative or send post card to Cleveland.

HARRIS-SEYBOLD

General Offices—Cleveland 5, Ohio



ASSISTANT: "I can't tell, Mr. Black; the mimeographing is so blurred I can't make it out."

BOSS: "Well, I don't know whether their price is in line or not, and I haven't time to find out. Guess we'd better order from someone whose prices we can read!"

Mimeographed price lists and other mailings that are blurred and hard to read because of poor-quality paper can *lose* orders for you . . . right when your prospect should be *sold*!

Avoid problems like this by having your mimeographed mailings done on Hammermill Mimeo-Bond. With it you can get clean, legible copies every time—*more than 5,000 from a single stencil*—and you know that every one of them will be clear and easy to read.

What's more, Hammermill Mimeo-Bond comes in white and six distinctive colors, enabling you to put your message on a "signal system" color that is readily identified.

We'd like you to test Hammermill Mimeo-Bond in your own office at our expense. Simply attach the coupon below to your business letterhead and we'll send you—**FREE**—a 100-sheet test packet of Hammermill Mimeo-Bond. With it, we'll include a copy of the helpful Hammermill idea-book "Better Stencil Copies," which shows how to get best results from your stencil duplicating equipment.



Send coupon today for **FREE** trial packet of Hammermill Mimeo-Bond

HAMMERMILL MIMEO-BOND

HAMMERMILL MIMEOGRAPH PAPER

A HAMMERMILL PRODUCT

Hammermill Paper Company,
1621 East Lake Road, Erie, Pennsylvania.

Please send me—**FREE**—the 100-sheet packet of Hammermill Mimeo-Bond and a copy of "Better Stencil Copies."

Name _____

Position _____

(Please attach to, or write on, your business letterhead)

TR-NO

may we give
you a hand

with your mailing?

We will be glad to recommend lists carefully and accurately chosen to bring your mailing its best returns . . .

. . . lists of mail order-minded customers for your product.

willie MADDERN, inc.

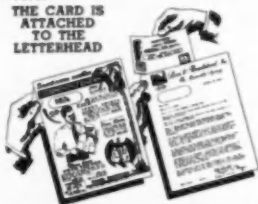
LIST BROKER

215 Fourth Ave.
New York 3, N. Y.
Gramercy 3-3440

Step Up Your Mail Results with RETURN-A-CARD Letters

Return-A-Card Letters put a preaddressed order card or envelope at your prospect's fingertips and keeps it there until he uses it. There's no chance of your card being misplaced . . . no lost orders because of lost cards!

THE CARD IS
ATTACHED
TO THE
LETTERHEAD



RECENT EXAMPLES OF HOW RETURN-A-CARD LETTERS INCREASE RESULTS BY MAIL

"First mailing of Return-A-Card Letters has brought a return of 23%, far better than the same letter did on ordinary letterheads. Second mailing pulled 1,100 out of a total of 10,000 mailed."

National Photo Dealer (subscription campaign)
"We received 9.2% in orders from the 25,000 pieces mailed."

Angler's Products Co. (Cult-ettes Sales Campaign)
"Returns so far show that your Return-A-Card mailing, for our Cancer Fund Drive, has produced triple the results than in any previous year."

Return-A-Card Letters cost no more than ordinary letterheads. You can make a Return-A-Card mailing for as low as 1 1/2 cents per set up to 3 cents per set depending on quantity. This includes a two-color letter with the Return-A-Card printed and attached and a special window outside envelope to fit. Write or call to see samples of these improved mailing pieces.

Tested Sales Producers, Inc.

131 West 53rd Street • New York 19, N. Y.
PLaza 7-8373

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Number 7

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November 1949

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OFFICIAL PUBLICATION DIRECT MAIL ADVERTISING ASSOCIATION

1600 DMAA Members receive The Reporter regularly as part of the association service. A portion of their annual dues pays for the subscription.

SHORT NOTES

DEPARTMENT

◆ **NOTE CHANGE OF NUMBER.** After eleven years. The REPORTER had to have a new telephone number. Too many calls and we couldn't get any more succeeding lines. So Vanderbilt 6-0888 is no more.

New number is Murray Hill 2-7424. wit's enough lines so that you shouldn't have too much trouble reaching us.



◆ **A NEW ADVERTISING MEDIUM** is being developed. It might be classified as—"direct advertising". It's printed promotion at point of purchase. National Bag Advertising, Inc. is located in Bankers Securities Building, Philadelphia. This company has a contract with Union Bag & Paper Corporation to have individual advertisers' messages printed on paper bags used by grocers, etc. Estimated circulation available . . . about forty million per day. New medium is called . . . "Ad-bags". Minimum order . . . fifty thousand. Rates \$1.20 per thousand per side in one color; \$1.40 per side per thousand in two colors. Interesting development . . . although not exactly new. Paul Bolton used idea during war for the travel conservation campaign of Office of Defense Transportation.



◆ **OPERATIONS, INC.** is a very unique organization. Difficult to describe. Not an association . . . but in some ways it is. A group of leading food distributors (wholesalers, etc.) set it up some years ago as a central management pool. The organization employs engineers, marketing accounting and management experts to counsel and help the individual member companies. Operations, Inc. conducts four conferences a year . . . at which time top executives roll up their sleeves and go through three gruelling days of speeches and round-table bull sessions. This reporter travelled to Chicago on October 18th to conduct a clinic on letter analysis and improvement in the Sheraton Hotel. A responsive and cordial audience. But proving again that the general run-of-mine business letters are pretty poor. One of the weakest links in management. Heartening . . . to

About Our Cover . . .

The plates were loaned to us by Bill Gentry, Assistant Director of Agencies, of the New England Mutual Life Insurance Company, 501 Boylston Street, Boston, Massachusetts. The design appeared originally as the cover of a manual prepared for representatives of the company . . . explaining direct mail and the pre-approach letters planned for prospects.

The manual was part of the campaign which won a place in the 1949 DMAA Best of Industry Contest.

The design was so excellent . . . it simply had to be used as a cover on The REPORTER.

have top management at least worried about the subject.

Gordon Cook is Director of Operations, Inc., with offices at 114 East 32nd Street, New York 16, N.Y. He could teach most convention managers new tricks about running successful, smooth running conventions. This reporter picked up a few to turn over to the DMAA. You'll hear more about them later.



◆ **IF YOU EVER** get invited to speak before the Advertising and Sales Club of Toronto . . . **ACCEPT.** This reporter journeyed there for an October 25th appearance . . . and was given a royal welcome by official host Duncan Grant of E. L. Ruddy Co., Ltd., assisted by Al Dicks of A. W. Dicks & Company. That's a good idea for all Clubs . . . have an official host for out-of-towners to meet the train; to make arrangements and introductions; to feed aspirin and avoid troubles. New DMAA Canadian Vice President Fred Kirby of Saturday Night Press introduced me to a record turn-out meeting. Same old talk about letter formulas . . . and same old blue pencilling of new but same kind of improvable letters. The criticisms were taken in good humor.

During the meeting Lee Trenholm, Public Relations Manager of Provincial Paper, Ltd. announced the winners of the 1949 Contest for the 25 Canadian Direct Mail Leaders (sponsored by his

(Continued on page 34)

Get Your Letters Out Faster and Better!



with PLASTIPHOTER

Your sales letters move faster when Plastiphoter makes highest quality photo offset duplicating plates in your own office. It costs only 1/4 as much as ordinary plate-making equipment.

No special training is required to operate the Plastiphoter. Anyone in your office can quickly produce the highest quality plates you've ever seen. And it's so compact . . . uses only 3 square feet of your precious office space.

So why continue to "send out" when you can make your own plates in a matter of minutes—at less cost—and with better results?

Get full details on how the Plastiphoter method ends waiting time, makes clearer reproductions and helps you do a better job at lower cost. Send in the coupon . . . there's no obligation, of course, so fill it out and drop it in the mail now.

TIME-SAVING • CONVENIENT • ECONOMICAL	
Remington Rand	
Dept. 4-11 Bridgeport 1, Conn.	
NAME	_____
FIRM	_____
ADDRESS	_____
CITY	STATE
Plastiphoter Inquiry	Remington Rand Inc.



THIS IS A DMAA BEST OF INDUSTRY AWARD WINNER FOR 1949

FRIENDLY DIRECT MAIL GETS CLOTHING STORE CUSTOMERS

by James M. Stewart, Contributing Editor

Now that the Convention excitement is out of the air . . . we can settle down again and present some of the brand new winners of the 1949 Direct Mail Advertising Association Best-of-Industry Awards . . . 112 in all. Each month we'll describe and picture one of the blue-ribbon campaigns. We'll try to give you a clear picture of their set-up, tell about their direct mail pieces and results.

However, the fact that a winning campaign appears in *The Reporter* does not mean that it's the best in the lot. Simply that the story contains information that can be adapted to many other types of business operations. Any comments or suggestions from *Reporter* readers concerning this Best-of-Industry page will be welcomed.

For November we've picked the winner under the classification "Retail Apparel Stores." Its name . . . Clarke's, 317 South Main Street, Tulsa, Oklahoma.

Clarke's is Tulsa's leading men's, women's and boys' apparel store. It has grown, since 1929, from a 12-foot shop to a modern four story building.

When asked about the effectiveness of Clarke's direct mail . . . owner W. Harry Clarke explained, "I feel that direct mail is extremely important to Clarke's because ours is a highly personalized type of retail operation. A letter, postcard, folder or gift brochure sent directly to a customer is another reminder that Clarke's is interested in him or her. I believe that dollar for dollar spent, we get more returns from direct mail than any other form of advertising."

The person largely responsible for this testimonial is advertising manager Viola Noble (page 8). With Clarke's for the past 7 years, Viola Noble has been active in promoting civic enterprises ranging from women's cow-milking contests to this year's Community Chest Drive. She is at present

secretary of the International Council of Industrial Editors.

One purpose of Clarke's personalized advertising is to maintain the reputation that Clarke's is a "friendly store" . . . a store that "gives you extra attention." Another is to get prospective customers into the store by means of invitations by salesmen, offers of free gifts, free square dance lessons, etc.

"Long Pants" Letter

Now let's look at some of Clarke's direct mailings that won them the Best-of-Industry Award this year.

First on the list is a filled-in letter sent to all new mothers of sons at their hospital. Letter is short and to the point.

Mrs. Mustain:

CONGRATULATIONS! Our very heartiest congratulations on your new son. You must be very proud of him—who wouldn't be.

Here is your son's very first pair of LONG PANTS—with compliments of Clarke's and our very best wishes to the baby and his parents.

Most sincerely,

(signed) Harry Clarke

Accompanying the letter is a gift-wrapped pair of red corduroy pants for baby (page 8). They're replicas of Dad's trousers with buttons, pockets, cuffs and all . . . and cost Clarke's 65 cents.

Results have been excellent. Seems that parents proudly show off pants all over the hospital . . . and later to relatives and friends. Nice thing about this project is that it not only lays a foundation for a new generation of customers . . . but pays off immediately in good will to parents and friends. This gimmick's success has been proven by the many high school customers today who tell Clarke's salespeople that, "My first pair of long pants came from Clarke's."

Two weeks after this mailing, women's department salespeople follow-up

with telephone calls to mother, inviting her to come in for "those new clothes you've been planning."

Every week, between 50 and 100 congratulatory letters are mailed to Tulsa citizens mentioned in local newspaper columns. On such occasions as wedding anniversaries, graduations, football team citations, elections to college councils, problems in business organizations, memberships in civic clubs and so on.

The letters are so low pressure that recipient is seldom actually asked to come in the store. In cases where practicable, letters are processed and filled-in. For instance, when writing to engaged couples:

Mr. McCluskey,

We read in the papers about your engagement—
Our heartiest congratulations!
—and every good wish for a very happy married life.

Most sincerely,

(signed) Harry Clarke

But often a special letter is necessary:

Dick:

Heartiest congratulations on being a member of Oklahoma's championship football team.

We're all tremendously proud of you and the entire Central squad.

I also want to wish you a very Merry Christmas and highly successful New Year.

Cordially,

(signed) Harry Clarke

Safety Legion Club

Clarke's interest and activities in the Tulsa branch of the Safety Legion of America help a great deal in making customers of the city's 5 to 13 year olds. The kids get membership card and button and "The Pilot," the Legion's 32-page offset national magazine.

Clarke's has 26,000 application blanks distributed by grade school teachers. Newspaper space is also used to publicize the club. After they've

"As for Safety Legion Club, it was Clarke's idea to sponsor it originally. But we felt that the project was too big to be approached from a purely commercial angle, so we asked the Junior Chamber of Commerce to sponsor Safety Legion as one of their year round projects. From there the movement has grown; a radio station gives 30 minutes of time, a downtown theater provides a Saturday morning meeting place and free cartoons, and the police department is actively cooperative. Naturally, we get traffic for we're the headquarters. And also good will from the parents, too."

Clarke's also mails to list of Tulsa Boy Scouts a personalized letter on a very smart, four-color illustrated letterhead. Congratulates them and suggests they come to Clarke's to pick up a free gift.

"Practically all the Cub and Boy Scouts came in for their free gifts. Less than one-half buy an item, but they definitely know where one of Tulsa's two Boy Scout departments is located."

The store's Square Dancing Clothing Dept. was promoted by signing up a popular square dance caller as manager . . . then publicizing it by newspaper space and direct mail. A printed letter was mailed to 3000 members of a dance club and of high school social clubs. Free dance lessons were given by the "caller" to enlarge the market for these clothes.

At graduation time, all Tulsa high school seniors (5000) receive a 3½" x 7" card. In script . . .

Harry Clarke

Then in August, they are hit again with a 6½" x 7¼", 16-page booklet showing the latest college fashions. Swatches of material are tipped on inside. The personal touch is added by clipping on a salesman's card.

[illegible]

FOX RIVER FINE PAPERS

Better
Letters
DIVISION

JOHN A. JONES *Illustrated* 1949



Letter Writers:
**PUT MORE PAY
IN WHAT YOU SAY**

write

Money-Making Mail

Average cost of every letter you write—75¢! For ten, \$7.50. For twenty, \$15, and so forth. No wonder letter writers are interested in putting more pay in what they say—writing *Money-Making Mail*. Every day millions of words ride the mails, written on fine cotton-fiber letter-head paper watermarked "by Fox River." As a service to paper-particular American business—whose daily business letter bill is over \$5,000,000—we've established a Better Letters Division. The name states its aim—better letters for you.

Dr. Robert R. Aurner



Free Booklets

How to Put SOCK in Your First Sentence and MONEY-MAKING MAIL . . . Authored by Dr. Aurner, for 18 years ranking professor of business administration at the University of Wisconsin. Write today—use business letterhead only, please.

FOX RIVER PAPER CORPORATION
2017 Appleton St., Appleton, Wis.

FINE PAPERS

by

FOX RIVER

COTTON-FIBER BOND, ONION SKIN, LEDGER



numbers are supplied on mimeographed sheets, with space for comments.

New Citizens

Mr. and Mrs. New Citizen are both greeted in their new town by Clarke's. The store hostess visits each family soon after arrival. She gives the wife a Hostess Book and a gift certificate from the store. Then the husband receives a filled-in welcoming letter . . . with invitation to "Come in and look over the store." Another letter and credit card is mailed to those who pass the credit department's test.

Inactive Accounts

Last June, inactive accounts received a "Reply-O"-type letter asking why they hadn't been using their charge facilities. The postcard has a list of possible reasons.

Admanager Noble thinks results were "phenomenal." Of 3000 mailed, 34.2% were returned . . . and less than 1% listed any grievances. All were individually contacted by phone later.

Cash Customers

In February 1949 REPORTER, Joe Russakoff rightly complained about lack of attention by mail paid to the ordinary cash customer at most large stores. Well, at Clarke's it just ain't so. Customers making purchases over a minimum amount are thanked by a friendly "thank you" card or letter. Wording is changed frequently. One letter read . . .

Mr. Jones:

So many times the customer who pays cash is overlooked—when—in reality he's the most important customer any store can have. You made a cash purchase from us recently—so—from all of us at Clarke's—I'm saying—Thanks a million!

(signed) Harry Clarke

Mail Order

Last November, 12,000 Tulsa citizens received a fine 8" x 10", 22-page mail order catalog with many pages in full color. Order blank insert was of "V-Mail" variety. Each salesperson turned in list of his special customers—and his personal card was attached.

Another letter was mailed in December to all civic club lists . . . suggesting Gift Certificates as Christmas presents. Response was reported excellent.

Of course, all through the year, Clarke's sends out many mailings telling about special sales, fashion shows,



First Pair of Long Pants
etc. But space doesn't permit us to go into any further detail.

Lists

At the present time Viola Noble has some 60,000 names on her lists. Aside from store customers, one of her major sources of lists is from the daily radio program "Clarke's Civic Program" held in the store. Since practically every civic club takes part during the year . . . their lists are for the asking.

Viola Noble has this to say of their direct mail efforts:

"We have found direct mail to be building good will. For example, writing congratulatory letters each day to people whose names appear in the newspaper makes them feel kindly toward Clarke's, much more so than the usual type of institutional ads. It costs less, too! We also find direct mail a very effective selling tool, especially when used in conjunction with other media."



Advertising Manager Viola Noble

THE REPORTER OF DIRECT MAIL ADVERTISING



Mr. Whorrably, while very young was probably frightened by a wing collar...

MR. WHORRABLY'S office is very Olde English... except for phones, typewriter, cover girl secretary and P. Wilfred himself.

He's late English, and looks like What The Well Dressed Man Will Wear Next Year... a worrier, awfully Correct Thing, and wouldn't be caught dead with his tie crooked—goes with the business, I guess.

But he's no dope... does very well with Wulspen Woolens, Ltd., importing fancy suitings for two-hundred-clams-per-copy tailors, and a few big manufacturers. Sends out catalogues, swatches, quotations... a natural for a postage meter.

I popped in on P. Wilfred of a Monday a.m., and by appointment, of course. Cover Girl was just uncovering the morning mail.

P. Wilfred warmed up to the postage meter... Buying postage by having the postal chaps set the meter was novel—but sound, very! Because no stamp with stickum on its back was too badly practical, what? Dampish days they did clot?

Keep a short stock of stamps, and run shy of threes, say—then what? Two and one look messy, while five was too much... many a mickle makes a muckle, mustn't forget! With a big stock, stamps get lost—or lifted, eh? But postage in a gear ratio—couldn't get around it! Clever, utterly! ... I wondered who was selling who!

PRINTING one's postage—charming! Recalls the royal prerogative, King's signet ring and that sort of thing! ... Print any value stamp with those jolly little levers? Devastatingly ingenious! Print postmark? And a postmark advertisement—splendid! Seals envelope, too? Remarkable!

P. Wilfred babbled on... So pleased with the meter's "accounting aptitude." And metered mail moves fast through the postoffice—jolly well should! ...

If I ever saw a sale in the well known bag, it was PW... Then he just froze up!

"Wonderful machine, old man, but not for us. Wool trade wrapped in tradition, y'know. Meter stamps maybe not dignified"

... P. Wilfred goes out to see a buyer... I don't know whether to smack him or spit!

Well, who comes up fighting, but Cover Girl! "Dignity!" says she. "Let's show him some of the mail we get! A postage meter might help me make a lot more dignified departure nights, too!"

In PW's wastebasket were thirty-one meter-stamped letters! Cover Girl starts thumb-tacking envelopes on the display board... When PW gets back, his eyes pop at the show of meter-stamped mail from top drawer tailors, banks and stores all over, Madison Avenue, Fifth Avenue, Rochester; his local bank, New York banks, London banks; English mill agents, two Bond Street shops... Has metered mail a class clientele? You tell 'em! Or let PW do it—he bumbles! ... I couldn't marry Cover Girl (ineligible—me) but gave her the best lunch anybody could buy!

DIGNITY—or don't mention it—there's a job in every office that a postage meter does best... and a meter model for every office, small or large! If you want to see a list of dignified metered mail users... call the nearest Pitney-Bowes office. Or write for, "So You Have No Mailing Problems?"



NEW DESK MODEL!... The DM is a postage meter for everybody! ... only a little larger than your phone—but it stamps and seals mail of all kinds and classes! ... Write for descriptive folder... today!



PITNEY-BOWES Postage Meter

PITNEY-BOWES, Inc.,

2006 Pacific Street, Stamford, Conn.

Originators of the postage meter... largest makers of mailing machines... offices in 93 cities in U. S. and Canada.

Is Direct Mail Slipping?

A
Case
History
in the
Industrial
Field

With all the moaning about "poor returns" . . . some people get the idea that Direct Mail (or all advertising) is slipping.

John Yeck (of Dayton) at the MASA Convention in Chicago revealed a case history which is both startling and convincing. He has given us permission to publish, even though the session was "off the record."

First: Read the following (multi-graphed) letter which was mailed this year for the Dumpcrete Division of the Maxon Construction Company of Dayton.

"KICK ME, KINGMAN,"

. . . said the Ready-Mix Master of Kalakazoo (the name is fictitious, of course).

"Kick me quick and kick me hard, 'cause I've been losing a dollar a yard and I ought to be kicked at the source," he went on, sounding like a Poet Laureate.

I looked up from my desk. I knew this fellow. He seemed sane enough last fall when he bought his first Dumpcretre, but here he was in my office with his hat in his hand and a big round red circle painted right smack dab in the middle of the seat of his pants.

I thought hard for a big, long word. "Elucidate," I said.

"It's this way," he continued, facing me and moving the tempting target out of range. "For three solid years I've been getting mail from you. For three solid years you've been writing: 'Save money with the double-duty Dumpcretre: Dumpcretres haul better concrete cheaper!': Dumpcretres haul sand, gravel, earth, and water; Dumpcretres save you a buck a yard' . . . and for three solid years I've been saying, 'I ought to find out more about that some day.'"

"Well," I said, "you did. Last November you sent in a card and I mailed you that fancy folder-with-all-the-facts. Three days later I got your order and within a . . ."

"Yeah," he muttered, turning around again in an effort to make me see red. "I know. It's not you I'm mad at; it's me. I'm supposed to be an authority. I call myself 'The Ready-Mix Master of Kalakazoo.' I sell 333,334 yards of concrete every year—if I'd answered your first letter three years ago, I'd be a millionaire—less tax."

"Kick me, Kingman . . . and kick me hard."

I got up. After all, he was a good customer. I kicked.

He went away . . . apparently satisfied. But I've been sitting here, thinking. Maybe other folks who get these letters want a kick-in-the-right-direction. Maybe you do! If so, I'll do my best. Just send the card and I'll mail you our fancy folder-with-all-the-facts. You'll get a big boot out of that . . . and it might give you a boost in the right direction—toward Dumpcretre hauling and higher profits. It costs nothing. There's no obligation. You can't lose.

Better mail the card today.

(signed) W. W. Kingman

Background facts: This letter was sent to two lists. Both lists were high quality prospects. Both lists have received *monthly mailings* for over two years (periodic mailings previously).

Normal returns had become rather stable. Recent returns had run as follows:

List 1—Had been averaging 11 replies—2051 on list.

List 2—Had been averaging 14½ replies—3960 on list. All letters about average.

In judging percentage of return, you should know that each inquiry is worth to Maxon an average of \$421.00.

That is, each inquiry which is returned results, sooner or later, in the sale, on the average, of \$421.00 worth of bodies.

The "KICK ME, KINGMAN LETTER" was mailed to List #1 in April, to List #2 late in August.

List #1: produced 34 replies—over 3 times average. 2½ times the best letter during the past year.

List #2: produced (to date of report) 51 replies, almost exactly the same proportion . . . except returns are not complete.

Over \$35,000 worth of Dumpcretres were sold by this letter alone . . . almost \$25,000 better than the average letter . . . over \$20,000 better than the best.

Does this mean that Direct Mail on the average, is bad? It could, but it doesn't. The average is good. Although Dumpcretre has distributors all over the country, Direct Mail is currently responsible for over 40% of their total business.

Comparisons of Direct Mail with other forms of advertising are usually unfair—but here are some statistics which have been unearthed during analysis of above case history. During a recent period, Maxon advertising costs and traceable sales were:

	Sales
	Expense
Trade magazines	\$12,795.97
Direct Mail	\$53,736.00
	4,311.11
	127,376.00

In half as long a period following they were:

	Sales
	Expense
Trade magazines	\$8,561.13
Direct Mail	\$15,296.00
	2,610.83
	42,712.00

Those figures include all expenses . . . creating and producing.

Which all goes to prove . . . Direct Mail is doing O.K. in selective markets.

A few words of caution: It isn't fair to say that Direct Mail with ¼ rd the cost brought in 2½ times more business than the space advertising. Analyzed realistically . . . the job of Direct Mail is to get the business. The job of trade space advertising is to build good will; to give information; to add prestige and "acquaintance value" to the company and its product.

The trade paper advertising helped to get "Dumpcretre" known. Without that background . . . the results from Direct Mail might have been far different.

But this case proves again that Direct Mail is a sales builder at a low unit cost. It proves that good or better letters can improve average returns. It proves that . . . Direct Mail is decidedly NOT slipping.

THE *FINEST* ENAMEL MADE



Satin Proof Enamel

Champion Satin Proof Enamel is the finest printing enamel you can buy . . . the finest printing enamel made. Closely formed raw stock, fine coating material, velvety smooth finish and careful manufacturing combine in this paper to make a coated surface ideally suited to faithful reproduction of fine detail and brilliance in halftones. For superlative results in your fine printed matter, specify Satin Proof. The Champion Paper and Fibre Company, Hamilton, Ohio.

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WHATEVER YOUR PAPER PROBLEM . . .

It's a Challenge to Champion!

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HINGEFOLD ENAMEL

The folding qualities of Hingefold, plus superb printability, make it unmistakably the finest folding enamel available. Making orders only.

SATIN REFOLD ENAMEL

The standard by which other No. 2 enamel papers are judged, Satin Refold is an enamel of unusual strength and receptivity to ink.

HAMILTON ENAMEL

No No. 3 enamel stock can compare with the appearance and utility of Hamilton. An excellent economy sheet for the average printing job.

an unusual report about

bill enclosures--- are they effective?

by Frank P. Townsend, Jr., Editor, Tele-news
New Jersey Bell Telephone Company, Newark, N. J.

REPORTER'S NOTE: The Reporter has had many inquiries about bill or statement enclosures. Are they effective (checkable)? It's hard to get information about them. Most enclosures seem to follow a common pattern. But here comes an unsolicited and unexpected letter from Frank P. Townsend, Jr., of the New Jersey Bell Telephone Company which gives a breezy and eye-opening account of what can and is being done with bill enclosures. Read it and be informed.

It's funny. I've been reading your increasingly interesting and worthwhile book for a lot of years now, and blessed if I can remember ever sending you information about some direct mail we do ourselves which seems to get around quite well and do a job.

Since it is a telephone company bill enclosure, it is a very specialized type of piece and may not be of too much interest to mail advertisers in general, especially as it goes postage free - ie., we have to mail out the bills anyway. Anyway, I'm sending along the monthly issues for about a year back to show you what it looks like, and give below some data on it. (Ed: Good looking; colorful, off-center fold pieces).

We started to put out a regular monthly bill insert, as contrasted to special and localized mailings only, about sixteen or seventeen years ago. All indications are that it fell without even a dull, sickening thud into the deep well of the recipients' total lack of interest.

Looking around for means to make it more readable, we decided to use about half the available space in each issue telling people something about the State they live in—New Jersey's history, traditions, folklore, industries, recreational facilities, notable personalities, and what have you. And very quickly we learned NOT to write about the well-known. Everyone knows about Washington Crossing the Delaware but "did you know that he caught cold and sneezed his false teeth out, and that Paul Revere made the teeth?"—that sort of thing.

It's been going on in that way since January 1936. By now, the Tel-news folder has become something of an in-

stitution. School classes use it as talks. So do women's club groups. Public Libraries keep it on file and quote it freely as reliable New Jersey information. We've bulging files of letters from people from all over the State, ranging in vocation from school boy to bank president; amateur historian to out-and-out crack-pot. They correct alleged and, sometimes, woe-fully terrible errors. They elaborate on stories we have published. They send in stories of their own, a fair proportion of them really worthwhile, without thought of recompense. They suggest leads to stories. They request extra issues, and back issues to complete their files, to such an extent that the files are pretty depleted. The correspondence also has started some interesting and pleasant friendships for the editor which have led him into many a midnight, and later, powwow in front of a cheerful fire with an hospitable bottle on the table. The morning mail too, however, has to be watched with a gimlet eye for the publicity seeker who wants a free ride in what now amounts to a circulation of upwards of 1,100,000 monthly. Some of the lads and lassies develop subtle approaches and they are mighty hard to turn down. We give space gladly to "public service" appeals such as Red Cross, Cancer Fund, Community Chest, Christmas Seals, but most sympathetically turn thumbs down on the X-G. I. minus legs who is trying to start a hooked rug business (actual case).

We've found that we've built up a readership that enables us to get across our own telephone informational material in a way we can't begin to approach via any other medium. During the war years, with facilities jammed and new equipment not to be had, Tel-news was really effective in explaining the need to restrict non-essential calling, and to keep people as patient as possible in waiting for that telephone, ordered anywhere up to eighteen months previously. New operating practices, reasons for some of the things we do, suggestions for

more effective use of the service, pleas to consult the directory before calling Information—all these and a lot of others make an impression when they are hammered at month after month in chatty, informal fashion.

We've had about five surveys in recent years, consumer-attitude checks as to what people think of the telephone company, their service, etc., in which there has been a passing query as to whether the question-ees read Tel-news. The average results range between 35-40% of "never miss it"; 65-75% "usually read it"; and never more than 10% who never see the folder, including those who do not open their own mail. (I should indicate in the foregoing that the 65-75%, for example, includes the "never miss it" group).

None of the surveys has attempted to make a breakdown as to male-vs-female readers, economic levels, or any other grouping. We've mainly been interested to see whether the darn thing is being read. It is.

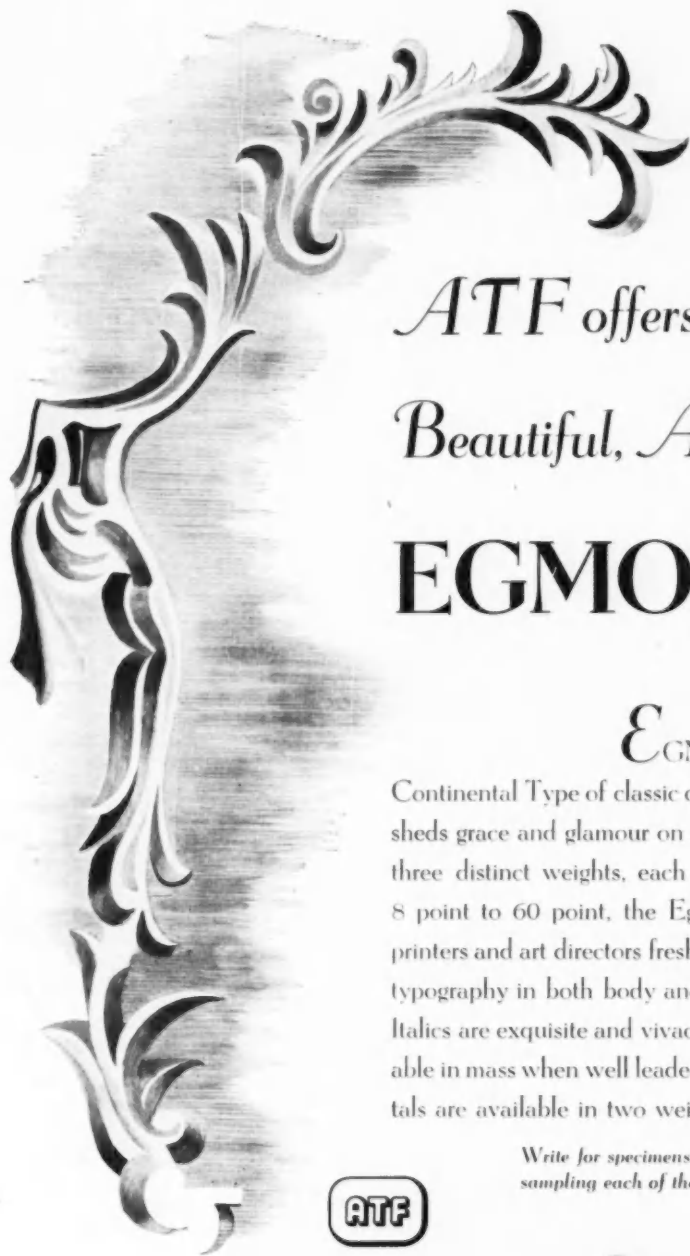
Finally, Tel-news is a two-man job. Copy, research and such are done by yours truly amid the hurly and the burly of public-relating in other ways for New Jersey Bell, to the extent of maybe five days' work a month. It's put together for the printer by our long-suffering Art Director, who only has seventeen million other odd jobs to do at the time. The folder is, as you see, an offset job, two colors. L. H. Philo Corp., New York, make the plates, print and bind. The ladies in our Accounting Centers stuff it into the bill envelopes.

To wind up the tail, I have more fun than the proverbial barrel of monkeys producing the thing—"you never know what's going to happen next, but it always does." Sometime I'd like to tell you of the horrible boners that have gotten into print. Like the time that . . . (Censored at the last minute)

Or, worse, when we ran a story telling how and when New Jersey's various 21 Counties were formed, stating among other things that Camden County was formed in 1693. That issue reached Camden exactly during the week in which they were celebrating with fanfare and fuss and feathers their 100th Anniversary.

PS: All mail is answered personally by the Editor. Our Field Managers are instructed to forward letters sent to our Business Offices. It takes time but brother, it makes friends.

REPORTER'S FINAL NOTE: You'll probably, Mr. Townsend, be getting a little mail from Reporter readers who want to see what you are doing. Good luck!



ATF offers the
Beautiful, Aristocratic
EGMONT *Family*

EGMONT is an Amsterdam Continental Type of classic design in modern form that sheds grace and glamour on every subject it dresses. In three distinct weights, each in a series ranging from 8 point to 60 point, the Egmont Family presents to printers and art directors fresh facilities for distinguished typography in both body and display. The companion Italics are exquisite and vivacious and remarkably readable in mass when well leaded. Italics and Swash Capitals are available in two weights, 8 point to 36 point.

*Write for specimens of the Egmonts
sampling each of the sizes available.*



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200 Elmora Avenue,
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Direct Mail's Sturdiest Child

An amazing story of the multi-million dollar stamp business . . . some valuable points for all mail order sellers.

by Herman Herst, Jr.

REPORTER'S NOTE: The author of this article is a dealer in postage stamps, mechanically termed a "philatelist." His business, conducted under his own name since 1933, was located on New York's Nassau Street, center of the trade, until 1946, when the business was moved to Shrub Oak, Westchester County, New York, where it is now conducted as a mail order venture, serving stamp collectors the world over. Primarily through the volume of mail sent out by Mr. Herst, the Shrub Oak Post Office has just been promoted to second class, although the hamlet numbers only a few hundred people.

If you hail the next business man you meet on the street and ask him to name the half dozen or so products most sold by mail we'll wager he'll leave out one that belongs up near the head of the list.

Editor Hoke once wrote that the biggest mail order industry is baby chicks. We have no figures to dispute the statement, but we'll lay a used three cent stamp alongside an eggshell as our bet that if the hobby of stamp collecting doesn't rate above the business of baby chicks, it's at least a close neighbor.

The Post Office's Role

James Farley, when Postmaster-General, made the oft-quoted statement that the nation boasted twelve million stamp collectors. The harassed clerk at the Stamp window of any Post Office waiting on some of these gentry who want "a plate number block, perfectly centered" will think the estimate conservative. Farley should know; one of his departments, dealing principally by mail, is also in the stamp business, selling stamps at face value to all comers, in competition with the nation's six thousand dealers.

It may surprise some to know that Uncle Sam maintains an agency devoted

exclusively to the sale of stamps to collectors.

The Philatelic Agency used to maintain a mailing list, sending stamp collectors the nation over notice of each new stamp. It issued its own price list, listing everything it had for sale, with the price. The "new issue service" has been discontinued, several private individuals picking it up where it left off for a one dollar per year fee. The price list is still issued, but to get it the collector must send a stamped addressed envelope. Let the other Government Agencies use their franking privilege to send out literature; the Philatelic Agency, the most solvent, most affluent, and most profitable arm of the Federal Government (stamps cost about ten cents per thousand to produce!) makes the patron pay the postage both ways on all inquiries.

The stamp dealers of the United States don't resent Government competition. True, they are undersold every day in the week by Uncle Sam, although many collectors are quick to see the fallacy in buying from the Agency. It may be theoretically cheaper to buy stamps at face value, but Uncle Sam takes postage and registry out of the remittance, and the two or three months delay can often mean being disappointed in not getting what is wanted because the stamp desired is sold out in the interim.

But stamp dealers also know that when a collector has bought all that the Agency can offer him, he must then turn to the open market to continue his collection, and the established stamp dealer is then the only one that can help him. For once a stamp is discontinued at the Agency, it is never again placed on sale, and the casual purchaser usually finds it necessary to pay the premium over the face value that the

stamp dealer charges, the premium of course varying with the demand for the item, the supply available, and market conditions.

All large cities have their stamp dealers. In New York there are hundreds. Most of them are within a three block area on upper Nassau Street, close to City Hall Park, where the first of the breed hung his shingle in the years just before the Civil War. In one building on Nassau Street, thirty-six different stamp dealers maintain offices, with another four dozen in adjoining buildings.

A Business of Specialists

Stamp dealers, like other professional men (the philatelist, caring little for definitions, always considers himself a professional man, and not a merchant) are great for specialism. No longer do the leading firms try to carry stocks of the entire world; some handle only United States stamps, others British Colonies, still others Central Europe. Some firms have built a reputation on just one issue of a stamp; a few specialize in a single stamp. (On one stamp, the three cent of 1851, volumes have been written, and one philatelic student became wealthy just studying the intricacies of this common stamp - which in turn made it so popular that today it is no longer common).

But the most common distinction between stamp dealers, the line of demarcation that splits them nicely down the middle so that they fall to one side or the other, is their policy regarding mail order. In the advertisements of some, one reads "No Mail Order," or "Mail Orders respectfully declined." Naturally those establishments in the larger cities with elaborate stores, shops or offices find that the passerby and the regular client gives them all that they

can do. But upstairs in the office buildings, as well as in smaller cities, and whistle stops, one finds the stamp dealers whose names are known the world over through their desire, yes, their enthusiasm, for mail orders.

One would be amazed at the locations of such firms. They include such far away places as Santa Fe, New Mexico; White Plains, N. Y.; Jamestown, N. Y. and Littleton, N. H.; Kingston, Jamaica (West Indies), and Winnipeg, Canada. One ingeniously located firm is just over the Canadian line opposite Calais, Maine; it employs between fifty and one hundred people (depending on business), mostly Canadians, who naturally will work for less than Americans since living is so much cheaper on their side. The patrons of the firm, writing to Calais, Maine, don't know that the American end of the business is a Post Office box; Canada is tickled at the arrangement because of the American dollars brought in through the happy circumstance.

We doubt if anyone could ever come up with any figures to show the importance of the stamp business. Philatelists admit if things are good or bad; business may be 25% better than last quarter, or 30% less than last year, but they emulate the clam if one presses them for more revealing statistics. Uncle Sam knows of course, but perhaps he himself is one of the breed, he doesn't talk much either, other than to try to set an example by giving his own figures. But there are ways that the volume of business can be guessed.

There are the stamp auctions. There isn't much question that of all commodities in the world sold at public auction, nothing can approach stamps insofar as aggregate annual volume is concerned. A survey once estimated that stamps alone equal the total of all other merchandise sold at auction in the United States. Certainly if one firm of many can boast of a million dollars in sales in one year, with perhaps a half dozen firms adding better than a half million dollars each, it does add up, especially when one considers the number of stamp auction firms in New York City alone at about fifty, with more than that scattered throughout the country.

The odd part about stamp auctions is that most of the buyers don't even attend the sale. The business is so efficiently conducted, with the firm mailing out its thousands of auction catalogs to its own mailing list, that a buyer three thousand miles away has the same opportunity to buy a selected item that the collector does, living in the same town. There is scarcely a



I'll buy it!

I'm Jane Doe. There are about 40,000,000 of us in this country, and WE buy nearly 70% of all the goods and services sold each year. We're always interested in a good selling story WHEN IT'S TOLD TO US IN A FRIENDLY, DIRECT WAY.

PONTON LISTS *for* BUSINESS LIFTS

DIRECT selling is the surest, fastest way to sell anything to anybody. The surest, fastest, and least expensive way to go **DIRECT** to **YOUR** prospects, is by Ponton's outstanding **GUIDE TO BUYERS** services . . .



PROSPECT LISTS—INDIVIDUALLY COMPILED.

You can't buy a stock, shelf-stale list from us. Every Ponton list is compiled for you exactly as you want it.



UP-TO-THE-MINUTE. The best and very latest sources are used in compiling each list, and these sources are kept revised right up-to-the-minute.



VERSATILITY UNEQUALLED. You can obtain Ponton lists on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.



TOP SPEED AND ACCURACY. You are guaranteed the utmost speed of service and deliverability of your mail—by the house with 64 years of list leadership.



UNLIMITED RESOURCES. 24,000 Classifications readily available. Any special lists promptly and efficiently compiled for you. Latin American lists a specialty!

CATALOG users and producers of direct mail are invited to write for Ponton's famous **LIST O' TRADES**, the most complete Mailing List Catalog published. Write Dept. R-1.



COMPLETE
MAILING
AND
ADDRESSING
FACILITIES

W. S. PONTON inc.
AT THE HEAD OF THE *Lists*

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AGENTS
IN ALL THE
PRINCIPAL
CITIES

635 Avenue of the Americas, New York 11, N. Y.

day in the year, Sundays and holidays excluded, that there is not a stamp auction in New York; five in one day is not an unusual occurrence. For each sale, from two thousand to ten thousand elaborately illustrated catalogs, running from 30 to 150 pages are mailed out; the response as far as returned bidsheets from prospective bidders is concerned runs from 10% to 25%.

To the casual reader, this may seem a wonderful response, but it must be remembered that these mailing lists are built up over the years, that usually every name on the list is that of someone who *asked* that it be placed there, and that he must have shown an interest in having it remain there by submitting auction bids occasionally.

It is the tremendous stamp sales that make the headlines. When a New Yorker paid \$27,500 for a single philatelic item in 1947 at auction in New York, making his purchases for the day about \$80,000, every paper carried the item. When the famed British Guiana rarity, erroneously called the world's rarest stamp (there are dozens equally rare, of each but one copy existing) was sold for a sum reputed to be \$45,000,

many thought more of stamp collecting. But as far as dollar volume is concerned, it is the penny and nickel business of the kid collector down the street that adds up to big business.

We acted as agent some years ago in a transaction between a dealer in New Zealand and one of these firms known in the trade as "kid approvals." To those who do not know, "approvals" are stamps mounted on a sheet or in a booklet, sent to youngsters who have requested them. Each stamp is priced; the boy or girl, or even the adult, for many grown ups have made their start with approvals, simply pick off the stamps they want to buy, add up the sums under each, and return the selection with remittance.

The average purchase isn't large. Before World War I, "kid approval" houses could exist on an average purchase of a dime or fifteen cents, even if they paid the postage both ways; today at fifty cents, they don't break even because of increased mailing costs, increased labor costs as well as overhead incidentals such as advertising, stationery, etc. Oddly enough, one of the smallest factors in this branch of

the trade is the cost of the stamps themselves. The mark-up is large; it has to be, for it is too expensive to check references. A certain proportion of every hundred sendings is never returned; to cover the cost of those stolen, the prices are marked up to a point where the honest ones will pay for the dishonest. It isn't fair, but no one has suggested a better way.

On the transaction referred to above, several million stamps were involved. Anyone who does not have a full conception of the true meaning of the word "million" will be impressed if he ever sees a million stamps. A sturdy stevedore could not lift them. This accumulation from New Zealand consisted of about twenty varieties, each in quantity of 250,000, making a total of about five million stamps.

We thought of these stamps, each one individually hinged to a sheet of paper, and priced at one cent, keeping company with several dozen other stamps running the range from a cent to a nickel. We asked the proprietor of the approval firm how in the world he could ever dispose of a quarter of a million copies of the same stamp.

Code of Ethics

MAIL ADVERTISING SERVICE ASSOCIATION, INTERNATIONAL

WE BELIEVE in Mail Advertising and in the importance of our Association in Mail Advertising Service. We also believe that right principles lead the business world forward to success. The right thinker does not require rigid rules and regulations; he knows what is right and acts accordingly. Therefore we do adopt the following few standards:

To maintain a reputation for fair—honorable business dealings in our relations with Customer, Employee, Competitor and Supplier.

To endeavor always to conduct our business upon the basis of SERVICE to the public and to the industry of which we are a part.

To refrain from making promises of service which we cannot reasonably expect to keep.

To promote a fuller interchange of ideas and a closer personal contact through meetings of our International and Local Associations.

To be on the alert to keep our business fully abreast of progress in Letter Shop practice.

To encourage heartily our trade journals which are devoted to the improvement of our business and to the dissemination of useful and practical knowledge.

WE BELIEVE that the faithful observance of these standards will result in mutual respect and good fellowship among members; in service to the community and in making "M.A.S.A." on all of our advertising a safe guide to the purchaser of our Service.

Mail Advertising Service Association International is a group of over 650 privately owned mail advertising production and distribution companies located all over the United States and Canada who are pledged to faithfully observe the above code of ethics.

For the names of M. A. S. A. members near you write to—

MAIL ADVERTISING SERVICE ASSOCIATION, INTERNATIONAL
18652 FAIRFIELD AVENUE • • • DETROIT 26, MICHIGAN

"In two years," he said, "I'll wager we'll be back looking for more. That is the number of *purchasers* of this stamp we'll locate in the next couple of years."

You'll note he didn't intimate that he would be mailing out a quarter million approvals in that time, but that of his total mailing, that many of this particular stamp would be purchased?

Of course he is one of the big operators in the "kid approval" trade. There are some firms larger, there are many smaller. One New England outfit operates five different approval outfits, knowing how kids will switch their allegiance for no good reason after a couple of transactions, possibly feeling that someone else will be cheaper. Pick up any juvenile magazine, and you'll see the ads: The Giant Stamp Co., the Mystic Stamp Co., the International Stamp Buyer's Syndicate, the Stamp Import and Export Co., all names designed to dazzle the juvenile collector with a dime to spend.

The hobby supports any number of magazines and house organs. Most influential are the weeklies, of which there are six. Largest publication in this country is the Western Stamp Collector, published in Albany, Oregon, twice a week, present circulation about 32,000. In the East, the largest is Stamps, a slick coat job, with about 30,000, whose Editor, H. L. Lindquist, has set the pace for most weeklies. Other weeklies are published in Maine, Michigan, Ohio, Kansas.

Pick up any of these magazines and the first thing that will strike you will be the locations of the different stamp dealers. Azusa, Calif., Goshen, N. Y., Tamaqua, Pa., Coquille, Oregon, St. Mary's, Fla., and Nyack, N. Y.—all towns of which many average citizens have never heard, but you can bet that at this very moment, some stamp collector in some perhaps equally remote town is addressing a letter to one of those places, and any of the hundreds of other remote towns where stamp dealers are located.

As long as Uncle Sam reaches any of these towns, there a living out of stamps can be made. The town may not boast a drug store, a bowling alley or newspaper, but its name will be known to thousands of stamp collectors in every nation in the world. And we're still willing to bet Henry that a shipment of stamps on approval, with a stamp dealer's corner card on the envelope, is a lot less of a novelty to a post office clerk than a shipment of those baby chicks Henry always talks about.



Treasure beyond price...

There's a price for everything except for treasures such as these—a youngster's treasures, his sling-shot, his favorite shooter, his lucky rabbit's foot. You couldn't buy these at any price... yes, it's the little things that can mean so much. The treasure in which we are interested is your envelope... so little and yet so vital. It is the most important item in your mailing; success or failure depends on it. Your envelope becomes a salesman. Do you want it received cordially or brusquely cast aside? Allow our art department to redesign a "better salesman" for you—an envelope that will be welcome every time. A new design coupled with our exclusive "Personalizing" process will enhance your envelope and become your "Treasure beyond price."

S. Cupples
envelope co., inc.

the letter clinic

by Charles V. Morris

REPORTER'S NOTE: This reporter couldn't possibly cover everything going on at the Chicago DMAA convention . . . so we asked the Chairman of each general session and of the concurrently running clinics to give us a brief report. The Letter Clinic on Thursday afternoon was a SRO affair . . . C. V. Morris is Vice President of Reinhold-Gould, Inc., 535 Fifth Avenue, New York 17, N. Y., and has conducted many successful "letter clinics." Those who attended his Chicago appearance were enthusiastic.

At the outset, I set the stage by proclaiming my great interest in letters. I enjoy writing letters that get things done, and I told my audience so. Special points:

"I love to write letters . . . all kinds of letters."

"A sales letter in the strictest sense of the word."

"A letter answering an inquiry provides the excuse I want for making a special customer contact."

"I consider a letter adjusting a complaint a special challenge and I pitch for all I'm worth in an effort to hold the customer's good will and business . . ."

" . . . Yes, every letter's a sales letter from my viewpoint. The tested 'benefit' method of selling weaves its telling way through every letter I write."

Also, in the stage-setting portion of the program, I took the position—as you do so often—that there's a place for every advertising media in every advertising budget, BUT, for most advertisers—

"No medium . . . no medium whatsoever . . . quite compares with your business stationery for general all 'round, day-in-day-out business building potential."

It seemed wise to follow with a review of some of the writing practices of mailmasters.

I commented:

"I've discovered, and a great many of your successful letter-writing friends concur, you can't review the tested techniques too often. . . . Just as surely as you fall into the habit of writing successful letters via your favorite start-to-finish procedure, just as easily you can tumble into a rut. . . . The value in continuing study is concentrated in the stimulating, refreshing effect it has upon your own letterwriting habits. Your reward is found in better letters."

Here, Henry, I talked about my practise of "collecting" letters, and I showed several of the "star" letters I keep for reference purposes. Each one of my exhibits had been carefully analyzed for its effectiveness on 6 counts which I listed as—*openers, selling techniques, design (or good graphics), language, closers and postscripts.*

I recommended that the Conventions follow a similar procedure for studying letters that come across their desks.

Then, I followed with an analysis of several of the letters which I prize because they represent—at least in my opinion—excellent letterwriting techniques. But they're just as important under strict business-getting appraisal. Each of the "star" letters sold merchandise. I was able to quote the exact returns each advertiser enjoyed.

For the opening in construction, I selected a letter that was written to sell sound-proofing to school superintendents and members of school boards.

Here's what actually followed—

"At the outset, you'll like to know that this letter pulled an overall response of 6.7%."

"Here's a consoling opener, under the window . . . and you like Mr. Jacobsen (he signs the letter) right from the start:

"It will take you just a minute to read this letter . . . and another to pull out the little card above, check it and toss it into your outgoing mail. That's all you need to do to receive the valuable little booklet called SOUND CONDITIONING—an aid for those responsible for education."

"From that beginning, the reader is told in convincing language the value of Acousti-Celotex. You'll remember 6.7% of the mailing list found it convincing."

"This important illustrated booklet gives you full details of how modern acoustical science improves working conditions and decorum throughout a school building. It explains how pupils—and teachers, too—are affected by the FATIGUE AND REDUCED EFFICIENCY THAT NOISE CAUSES . . . And how even the most crowded and bustling school building can be changed to provide a more restful, productive atmosphere."

In this letter, Mr. Jacobsen strikes hard at the heart of the problem most school boards face today. Greatly expanded student bodies—same old inadequate school rooms and facilities that seriously retard scholastic progress.

Once that point of agreement is reached and some degree of interest aroused, Mr. Jacobsen really warms to his selling:

"Acousti-Celotex is the key to this change. It is a wonderful material that muffles and absorbs unwanted sound in corridors, classrooms, libraries, cafeterias, typing rooms and gyms, and corrects poor acoustics in auditoria and band practise rooms. All the noise that normal, lively young people make is dulled. Yet a sound-absorbing ceiling of Acousti-Celotex sometimes costs very little more than ordinary repairs and redecoration."

Most school superintendents reading that paragraph can't help but see the improved conditions Mr. Jacobsen insists his product will provide. And then he clinches the argument. He knows school budgets don't ordinarily permit the luxury of sound-proofing however greatly needed.

Let's re-read Mr. Jacobsen's last sentence:

"Yet a sound-absorbing ceiling of Acousti-Celotex sometimes costs very little more than ordinary repairs and redecoration."

That sentence should prove to the school superintendent that Acousti-Celotex bears investigation.

Mr. Jacobsen continues with a short paragraph . . . briskly to the point and standing on its own feet—

"It can be installed area by area, as funds become available, with no interference to school routine."

The school superintendent, I'm sure, never doubts for one minute that Mr. Jacobsen knows the school superintendent's problem.

Now comes the hook . . . the action-getting paragraph.

"We've reserved a copy of this booklet, SOUND CONDITIONING, AN AID TO THOSE RESPONSIBLE FOR EDUCATION, in your name. And we'll gladly send it to you—without obligation, of course—upon receipt of the little card above. Request your copy today. It's important."

I like the language Mr. Jacobsen uses. He recognizes the professional nature of his reader. He doesn't have to write down to . . . he just writes on a common level. Notice "*modern acoustical science improves working conditions and decorum.*" That's a professional sounding expression. Notice use of the word "*auditoria.*" That's a professional word.

"Then, notice picture words . . . '*crowded and bustling school building, unwanted sound in corridors, classrooms, etc. All the noise that normal, lively young people make.*'"

"And, here's the PS at the bottom of this letter. The hook certainly gets

SELF-SEAL ENVELOPES

... SEAL WITHOUT MOISTURE

Now Ready in . . .

COMMERCIAL and OFFICIAL SIZES

to swing the balance your way!

No. 6 1/4 Self-Seal

No. 7 1/4 Self-Seal

No. 10 Self-Seal

There'll be plenty of new corner-card business for you now that SELF-SEAL Envelopes, in popular business sizes, are back again. Solid consumer advertising is creating a demand for Commercial and Official Self-Seals as return envelopes for department stores . . . for regular use by doctors . . . retailers . . . and wherever else mail is daily-light, but regular.

There's a novelty and convenience value to Self-Seals for business use that can't be overlooked. Suggest them. Show them. You'll find they have an unequalled saleability, and a flair for getting you repeat orders!

SEE HOW EASY IT WORKS!



Turn lower tab up under Self-Seal flap



Pass one dry finger across . . . that's all

E-52P



SELF-SEAL ENVELOPES ARE AVAILABLE FROM STOCK THROUGH YOUR PAPER MERCHANT. ASK HIM FOR SAMPLES.



UNITED STATES ENVELOPE COMPANY

General Offices: Springfield 2, Massachusetts

DIVISIONS FROM COAST TO COAST



LET'S GET PERSONAL!

In Sales Correspondence

it gets RESULTS!

(And in many other types of correspondence, too.)

OVER
500 LETTERS
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PERSONALIZED
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Auto-typed letters are surprisingly low cost.

The usual form letter invites a quick trip to the wastebasket. Not so with personalized Auto-typist letters. They are individually typed by automatic machine, completely personal and command a busy man's attention.

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For complete information on the many correspondence jobs that Auto-typist can do faster, better and at lower cost, send coupon below.

The Auto-typist

50 YEARS' EXPERIENCE IN MANUFACTURING PNEUMATIC EQUIPMENT

Correspondence Clinic



Increased response and savings up to 1/2 may result from an analysis of your present correspondence practices, by our staff of experts. There's no obligation for the service.

AMERICAN AUTOMATIC TYPEWRITER COMPANY
Dept. 211 614 N. Carpenter St. Chicago 22, Illinois

Please send me complete information on:

- ☐ "Getting Personal Gets Results the Auto-typist Way" (16-page booklet)
- ☐ Your Free "Correspondence Clinic" Service

Name

Firm

Street

City State

a lift from this postscript—

"PS—If you consider it advisable, one of our representatives can appear personally at School Board and Parent-Teacher meetings to explain the dramatic change that noise elimination can effect in school conditions and to answer all questions."

Did you notice how Mr. Jacobson's letter followed every step of the experts' construction blue-print?

- 1) The reader couldn't help but know that the writer knew what he was talking about.
- 2) The central selling theme was crystal clear.
- 3) Benefits were stacked on top of benefits.
- 4) Proper appeals were selected and played on for all they were worth.
- 5) Construction of the letter was well-nigh perfect, smoothly flowing with convincing, easy-to-comprehend language from opening sentence to extra-hooking PS.

Mr. Jacobson's excellent example proves my point! Planning is vital to the success of your letters. There's no substitute for it."

I just wanted to drive home one point—To the Conventioners I emphasized:

"If I make no other contribution to your thinking this afternoon, in my opinion, the meeting will be worth the time spent if you consider well the importance of studying and studying the works of the Mailmasters. Make it a habit to take their letters apart to see what makes them tick."


Then, Henry, I kept my promise to discuss my 14-point letterwriting credo. Each point was thoroughly covered. I used a generous supply of illustrations to drive home my ideas, which you've heard me talk about on more than one occasion. For the record they're these:

- 1) I omit salutations from all my letters. In mass-mailed letters, I use headlines to attract attention.
- 2) I like to use short, active, anglo-saxon words.
- 3) I like to write in short sentences; I like to paragraph often.
- 4) I like to use contractions, especially when they contribute to easy reading.
- 5) I like to pepper my copy with picture words.
- 6) I never use "stone age" expressions like "ours of the 7th," "please be advised," etc.
- 7) I like to whisper "I" and shout "YOU." I adopt a strictly reader viewpoint in an effort to get him to do my bidding.
- 8) I pack my letters with facts.
- 9) I never omit an opportunity to say "thank you" for a favor; say "please" when I want something done.
- 10) I like to make my letters ring with confidence.
- 11) I'm humble when I must be.
- 12) I write in nice-as-pie language from start to finish.
- 13) I like my closing paragraphs active with "sell."
- 14) I do away with "ours truly," "cordially yours," kind of endings.

I know this report isn't complete. But if reading it alerts your readers to a study of the official DMAA transcription when published, then we've accomplished our aim.

MER CUR Y P R O D U C T S

the right steps
to better
reproduction



MERCURY-LITH ROLLERS AND BLANKETS
for Multilith printing machines

MERCURY-GRAPH ROLLERS
for Multigraph duplicating machines

The first step to assure satisfactory results from your office printing equipment is to install the best possible accessories. With these superb rollers and blankets, you can achieve reproduction so crisp, so sharp, so perfect in every detail — that they rival the output of large professional printing plants.

RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street

CHICAGO 16

reading poor handwriting

Some valuable hints for maintaining mailing lists . . . for avoiding misspelled names.

by george dugdale

REPORTER'S NOTE: George Dugdale, the grass seed, mail order expert of Towson, Maryland is a stickler for accurate names and accurate testing. In this short article, he has given some solutions to a problem which worries everyone getting inquiries or orders by mail. Don't lose this article. Show it to everyone in your office connected with job of deciphering names and maintaining mailing lists. Better yet, reproduce it and give a copy to each person. And everyone of us connected with direct mail should do our share to make name identification easy. On every letter we write . . . we should have our full name typed below our signatures or over at the left instead of dictator's initials.

One of the problems confronting the world today is the fact that a lot of people who CAN write clearly won't do it when they are writing or signing their names. This fact presents major difficulties to the host of workers who have the daily task of reading names on checks, inquiries and orders and file clerks who must put file cards in the right place and find them when the occasion arises.

Some office workers seem to have a natural talent for accurately reading poor handwriting; but the vast majority must be trained for this work. Proficiency can be acquired more rapidly if the training follows a definite pattern.

Let us assume that your problem is to accurately read the names on 1,000 inquiries (or orders) a day; make out file cards, address envelopes or jackets for mailing circulars or catalogs.

The first rule should be that the envelope in which the inquiry is received must remain attached to the letter until the work has been completed. Often the inquirer will write his return address in the corner of the envelope. The letters he has slurred in the inquiry may be more plainly written on the envelope. Almost invariably the worst writing comes when he writes his signature . . . on the corner card he may even print.

If you are receiving orders instead of inquiries you may find the name printed on a check or written more

plainly by the post office clerk who issues a money order than it is written on the order blank by the customer.

So save every part of the correspondence under one clip until the hieroglyphics have been deciphered.

It is apparently true that there is no possible combination of the twenty-six letters of the alphabet that has not been used for a family name. Any attempt to pronounce some of these names results in a sneeze instead of a word. The worst result of this condition is that too many people attempting to read poorly written names try to make something difficult out of it instead of trying the easy way first.

So the second rule should be . . . try to make a fairly common, readable name out of the scribbling. If that does not produce results the next step is to try to analyze the mixture one letter at a time. If you are in doubt about whether a letter is a "p" or an "f" try to find another word that has an unmistakable "p" or "f" and compare the known with the questionable.

For example, the name as written may look like Darris. But Davis is the common name that contains similar strokes. If in doubt take Davis. If Mr. Dooley leaves the second "o" open at the top it may look like Doyley but the odds are 1,000 to 1 on Dooley.

The third rule is to have a fairly definite idea which are the letters that, carelessly or hastily written, might easily be confused with others. A short list of these would be

n-u, ie, ei	m-en, ne, re, nr
u-ie, ei, er, re, n	p-f
a-o	f-p
o-a, v	T-F
r-i, e, v, c	F-T
d-cl	S-L
n-k	L-S, T
k-h, hs	

An example of how the selection of the common or more popular name works can be found in the names Darsey and Dorsey. In the Baltimore telephone directory there is no one listed

under the name Darsey; there are 165 listed under Dorsey. No matter how much a name looked like Darsey it would seem that Dorsey should be used UNLESS THE NAME WAS ACTUALLY PRINTED by hand or in type as Darsey.

Similarly the Baltimore directory lists two people named Schleeter and fifteen named Schluter.

After all devices of this type have been exhausted and you still have to make a bad guess it is wise to assume that a consonant or a pronounceable double consonant will be followed by a vowel. Many Polish names knock this rule into a cocked hat but it is a fairly safe rule to follow.

After the file cards have been made out with the best possible interpretation of the names there is one technique of filing which we have found assists greatly in finding even misspelled names. That is to file alphabetically by states. If you had an equal number of names from each state (which you won't) you will have only 1/48th of the cards to look through for a tough name in a state file as in a national file. How this works out in practice is apparent in an example like Fuechtling. The typist reads this name and makes the file card Friehtling. In a small file it is probable that this card might be filed in the exact same spot no matter whether it was Fue or Fri. Certainly the card with the improper spelling will be closer to its proper position in a state file than in a national file. So the smart file clerk who looks a few cards in front and behind one proper position is apt to find this card and check it by the address given.

Next, the file clerk who has the duty of finding cards when needed should be familiar with the more common mistakes made in reading bad writing. If she is looking for Schluter and does not find it she can well afford to look for Schleeter, Schlieter, Schleiter before abandoning the search. This is particularly true if there is definite reason to believe that a card should be in the file and if the importance of finding the card justifies a little extra time spent on the search. A Larsen might get into the file as Sarsen or Tarsen (although it would not if our rule of fairly common, readable names is followed). If failure to find the card means duplication of names in the file the time spent for a little extra searching may prove definitely worthwhile.

There is no easy road to a perfect file, but a little training and practice helps a lot.

Specialized TENSION ENVELOPES



SAVE POSTAGE!

Are the postal scales weighing away extra profits that could be yours? Can you handle a given mailing better—and do the job at considerable saving?

Specialized Tension Envelopes—the right type and size and substance weight—will very often produce substantial savings in postage. Tension Postage Savers and Booklet Postage Savers carry more weight at less cost than First Class mail...and get as many "openings." The Duo-Post permits you to send a heavy Fourth Class catalog along with a First Class letter, with the assurance that the two will arrive together. "Lite Flite" air mail envelopes pay for themselves over and over—especially in foreign correspondence, where the minimum unit is ½ ounce.

And don't forget, Specialized Tension Envelopes also save time in processing the mail, prevent mistakes, protect envelope contents, promote sales and attract favorable attention!



"TAKE A LETTER, PLEASE!"

"Tension Envelope Corporation says they'll be glad to send us samples of envelopes that save postage costs if we just tell them our problem on our letterhead. The service is free. Let's see what they have to offer."

for every business use



TENSION ENVELOPE CORPORATION

FACTORIES: New York 14, N. Y. • St. Louis 10, Mo.
Minneapolis 1, Minn. • Des Moines 14, Iowa • Kansas City 8, Mo.
Over 100 Representatives Selling Direct to User



EVER READ A SOLICITED TESTIMONIAL?

Advertisers generally like to quote from what they call "unsolicited testimonials ... taken at random from our files." But what's wrong with a *solicited* testimonial that never went into our files at all? Or, if it did, was carefully placed so that picking it out "at random" was a lead-pipe cinch! We have scores of them, from people to whom we have said:

"If you think our work is superior, our service prompt and our prices competitive or better ... why not say so in writing, so that other Direct-Mail users can benefit from your experience?"

One of the first large-scale mail users to comply was Hugo Van Arx, Business Manager of *The Nation*. This is what he says of Circulation Associates, who have done all of his fulfillment work since 1942 ...

"As a result of your firm having handled *The Nation's* complete circulation fulfillment work during the past seven years, I can only say *Orchids to You*. Our arrangement with you has proved to be highly efficient in every respect and, just as important, quite economical."

We like everything Mr. Van Arx says about Circulation Associates ... especially the words "Highly efficient" and "Quite economical!" To find out exactly what these words can mean to your own mailing operations, write to the address below or telephone Columbus 5-3150.

NOTE: A postcard with your name and address... and the words "SEVENTEEN STEPS" ... will bring you full information on Circulation Associates' "SEVENTEEN STEPS TO RESULTFUL DIRECT-MAIL ADVERTISING" ... a complete practical course in Direct-Mail techniques and procedures from the initial planning of a campaign to the final analysis of returns. Drop your card in the mail today!

CIRCULATION ASSOCIATES

Circulation Fulfillment • List Compilation And Maintenance • Stencil Cutting • Triple-Head Multigraphing • Offset Lithography • Letter Press Printing • Addressing • Mailing • Complete Mail Campaigns •
1745 Broadway • NEW YORK 19, N. Y.

One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING ONE MAN'S OPINION

You are tired, Henry—mentally tired. You leave the office, stop at the corner and buy an evening paper and make for your bus, the subway or whatever means of transportation you use to reach your home.

If you are lucky, you find a seat. You settle down and open your paper to catch up with the latest murders, suicides and sex crimes or with whatever news interests you, when down beside you plops a loud-mouthed guy who begins to tell you about who he works for, what the company makes and what it will do for you. It may be lipstick, cosmetics, nail polish or something in which you are not in the least interested, but you can't read with him shouting in your ear and you drop your paper and wait until he is through.

He stops talking about his company's product and you pick up your paper but before you can read a half-dozen lines, he pulls a harmonica, piccolo, tuba or some other instrument from his pocket and deafens you with some polka, rumba or other noisy music—or maybe he begins telling you some rusty jokes or wise cracks.

Finally he puts away his instrument and with a sigh of relief you again pick up your paper—but he isn't through. He starts another sales pitch for his company's product. He keeps this sort of thing up until you reach your station. You stagger off the train or bus more mentally tired than you were when you left the office.

However, you decide it was just one of those days when everything happens to you and you forget it.

But what would you do, Henry, if this guy continued to annoy you every evening, and you finally complained to the conductor and the transit officials without getting any relief. . . . wouldn't you feel justified in taking a crack at him? I believe you could do so and get away with it. I don't think the magistrate would fine you a dime if you knocked several teeth down the annoyer's throat, but if he was behind a microphone in some studio and you heaved a well-aimed brickbat at the radio through which the annoyance came, the magistrate would probably

send you to the hoosgow for malicious mischief.

I gather from reports that quite a number of people in Washington are becoming fed up with the radios that have been installed in busses in that city. They are not only annoyed by the "entertainment" they are forced to endure, but they resent having advertising rammed down their throats.

According to *Tide* a number of bus riders have written letters to the White House, the local police and the Public Utilities Commission. Wrote one helpless bus rider, who addressed his letter to the White House:

"I do not wish to intrude, but the Capital Transit Company forces the passengers—willy-nilly—to hear radio programs, including incidentally loud advertisements. Now isn't this compulsion too much like Russia to be tolerated in America?"

Wrote another:

"Wasn't it Hitler who tried to drive the Austrian chancellor crazy by forcing him to listen to a radio constantly?"

When we sit in our own house we can turn the radio off or on as we feel inclined, but we have no such privilege in a bus, restaurant or in other places in which we are forced to be at times.

The juke box is another curse on a large part of the public. It is almost impossible to find a restaurant without one. Many of these restaurants serve good food and render courteous service. Their owners would not allow any guest to be insulted or annoyed by their employees or other guests, yet they permit their employees or anyone else to drop nickels into a contraption that produces more annoyance to some people than would a bowl of soup thrown in their face.

And the curse of the juke box will be intensified, now that it is being made an advertising medium. Already advertisers are being offered a network of 10,000 juke boxes.

The movies, too, are forcing advertising on the people who pay to be entertained. Movie-goers are compelled to sit through commercial films. However, people *can* get along without attending movies, but many of them just have to use public transportation and eat in restaurants.

There is a way better than a law to stop this annoyance—especially over the radio. Decent and respectable advertisers—and there are a lot of them—could refuse to buy time on any network that permits its programs to be piped to spots where people are forced to listen to them, but decent and respectable advertisers, it seems, are unconscious of the harm the greedy wolves are doing advertising as a whole by preying on the nitwits and morons.

It probably won't be long until some way will be found by these wolves to enforce reading of their advertising in newspapers, magazines and direct mail. In fact the day may not be far distant when I will start a piece for *THE REPORTER* like this:

You are busy, Henry. You are working under pressure on material for *THE REPORTER*. A mailman, with a slightly different uniform enters your office with a fistful of advertising. He tosses it on your desk and says:

"Read that, Bub."

"I'll read it when I get good and ready," you reply and you continue with your sound-scribing.

"Sez you," snarls the mailman. "You'll read it now." And with that he pulls a gun and sticks it in your ribs.

"This advertising," he says, "comes to you through the FESODMA (Free Enterprise System of Direct Mail Advertising) by special permission of Post Office Department. If you have been reading the papers you should know that the Post Office Department has been relieved of the delivery of third-class matter channeled through this agency and that the FESODMA has been given the right to enforce its reading, so get busy."

I can't at the moment figure just how the publishers can enforce reading the advertising in their magazines and newspapers, but some way could be found. Might be that the advertisers could work out some form of enforced ad reading checked on by the Internal Revenue Department.

"Silly," you say.

Well, a few years ago you would have probably said the same thing had anyone prophesied that the time would come when you couldn't get through a meal at a restaurant or reach your home in a public conveyance without having advertising rammed down your throat.

As I see it, Henry, this country cannot remain a land of *Free Enterprise* if users of printed advertising are not allowed "freedom" equal to that of the users of radios, juke boxes and movie screens. However, I have hope—if not much grounds for it—that those who have the best interests of advertising at heart will take some steps toward curtailing the freedom that has been given the radio and juke box networks and users of them.

* * *

As you know, Henry,

There has been quite a bit of editorializing on the "Per Inquiry" and "Per Sale" deals that radio stations are offering—deals whereby an advertiser can have his sales pitch put on the air and pay the radio a percentage on each sale made or inquiry received. I had in mind doing a little editorializing on the subject myself, pointing out that this sort of business would put the radio on about the level of fish mongers. After giving the matter a bit of thought I decided that it might result in the best thing that ever happened in advertising.

I figure it this way . . .

It might not be long until the big boys using the radio at card rates would demand that they be put on the percentage basis and some system worked out whereby sales or inquiries produced could be checked. I have a hunch that the singing commercials and as-

nine intelligence-insulting sales pitches that are being used would increase the amount of red ink needed in the stations' bookkeeping departments, and at the same time cause the advertisers to do a bit of checking against Hooper-ratings and other listener surveys.

They just might find that the number of people listening to a program does not reflect in their volume of sales, and this might cause them to hire advertising brains that would produce commercials for a higher order of intelligence. This would, in time, help restore fast falling confidence in and respect for advertising as a whole.

DRAMATIC USE OF THE HOT DOG STORY

Billboard Magazine, in its July 30th, 1949 Special Issue (devoted to the Convention of the National Association of Music Merchants) . . . sure played up the Hot Dog Story to a fare-the-well. With full credit to *THE REPORTER*, thanks!

On a double spread (page size 10" x 13 3/4") the editors dramatized George Trundle's story with cartoons and appropriate typography. On the next two page spread, the cartoons and story were divided into four sections and reprinted in the magazine. Four feature editorials then showed how each part of the Hot Dog Story applied to the Music Industry.

A good job. And it could be repeated in so many industries.

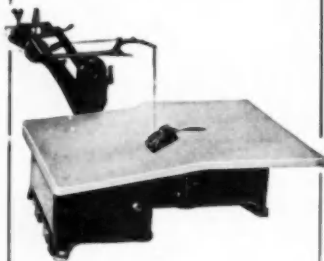


PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

**SAVE TIME
AND MONEY!
TIE BUNDLES
AND PACKAGES
THE EASY WAY
WITH THE FAMOUS
SAXMAYER
NO. 6 TYING
MACHINE!**



Latest addition to the SAXMAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A
NATIONAL
BUNDLE TYER COMPANY
Blissfield,
Michigan



Playing **POST OFFICE**

By: Edward N. Mayer, Jr.
DMAA Past President

The first session of the 81st Congress came to an end in time for our Representatives to get home and celebrate Halloween. And there's something about that holiday that creeps into any discussion of the "approved" Postal Rate Bills that both the Senate and House Postal Committees left behind them . . . ready for a vote after the opening of the second session on January 3, 1950.

A group of mischievous boys, ringing doors bells, tearing down fences, chalking walls and windows, and even the characteristic witch on her broomstick all seem to be symptomatic of the Bills that passed both committees by majority votes.

To refresh your memory, both bills propose a 2¢ rate for post and postal cards, a minimum of 1½¢ for bulk mail under third class regulations and stiff increases in parcel post and special service charges. As you might expect, second class (publication) rates are increased less than any others.

Several things stand out in the Bills as they are now written.

The provisions in the Senate Bill that would give preferential rates to special groups (agriculture, religious, scientific, labor, charitable, etc.) have been eliminated from the House Bill. Although both bills increase the minimum rate to 1½¢ and discontinue the lower rate for 24 page catalogues, etc., the Senate Committee sets a pound rate of 14¢ while the House says it will be satisfied with 12¢.

On the other hand, the House Committee demands 5¢ for a notice covering undeliverable mail (Form 3547) while the Senate says 4¢ will be sufficient.

One of the most dangerous sections of the House Bill . . . insofar as direct mail and mail order selling are concerned, is in the Parcel Post provisions. Under the terms of H.R. 2945 as amended and approved, the weight limitations on Parcel Post shipments would be forty pounds for the first two zones and only twenty pounds for any-

thing from the third zone to the eighth! The size of all packages would be reduced from 100 inches to 72.

It's bad enough that Parcel Post rates would be increased . . . but when the weight and size limitations are reduced so tremendously, it's time to call a halt.

We have no fault to find with the Express Company . . . but we doubt if they even attempt to cover the country the way the Post Office does.

Maybe the men who wrote the twenty-pound limitation can tell how large packages are going to be delivered, if the Bill is passed . . . we can't.

And while they're telling us that . . . maybe they can also tell us why in the name of all that's sensible, they should eliminate that part of the Postal Service on which everyone (including the Post Office Cost Ascertainment system) admits that a sizable profit is made.

So, to get back, the Representatives have gone home to celebrate the holidays and they'll stay home until after Christmas.

IT STRIKES US THAT EVERY SINGLE MAIL USER OUGHT TO TAKE TIME TO STUDY THE TWO BILLS CAREFULLY (COPIES ARE AVAILABLE FROM THE RESPECTIVE COMMITTEES IN WASHINGTON). IF YOU FEEL AFTER YOU'VE GONE OVER THE BILLS THAT AN INCREASE IN THE POST CARD RATE TO 2¢, THE MINIMUM BULK RATE TO 1½¢, THE PARCEL POST AND SPECIAL SERVICE RATES, NOT TO REPEAT A REDUCTION IN THE WEIGHT AND SIZE LIMITATIONS OF PARCEL POST, WILL ADVERSELY AFFECT YOUR BUSINESS AND YOUR USE OF THE MAILS, IT WOULD SEEM THE BETTER PART OF WISDOM TO DISCUSS YOUR PROBLEM WITH YOUR OWN SENATOR AND REPRESENTATIVE!!

One other thing about that proposal to increase the minimum under Section 34.66 to 1½ ¢ that may be interesting to you. Here is what Senator Frear, who wrote the majority report which accompanied the revised S.1103 had to say:

"There was considerable feeling within the committee that a smaller increase in third class, to yield approximately \$15,000,000 would be preferable, since third class mail took an increase of \$17,175,000 on January 1, 1949. In this connection consideration was given to increasing the present minimum bulk rate in third class from 1 cent to 1¼ cents but this was strongly opposed by the Post Office Department, not only because of the decrease in proposed revenue but because of certain administrative difficulties involved. Consideration was also given to making no change in minimum bulk rate but changes in other classifications in third class mail. However, the committee came to the conclusion that to raise any appreciable amount in third class without a change in the minimum bulk mailing rate would create inequities. Also the committee considered the fact that there was no increase on January 1, 1949, in the minimum bulk rate."

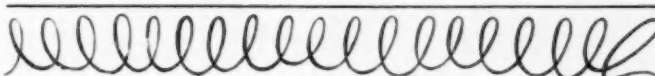
And one final thing about the Bills. Although the majority reports accompanied the re-introduction of both House and Senate Bills, minority reports opposing the proposed increases are only now being written and will not be submitted until after Congress reconvenes in January.

There seems to be a great deal of confused talking and writing about the possibility of making mailings from foreign countries in order to save postage costs. Several large mailers have rather blithely announced (confidentially, of course) that they were going to make large mailings from Timbuktu or some other part of the world, in order to take advantage of a low postal rate or a favorable rate of exchange.

Not that we want to throw cold water on the idea of foreign mailings (much) —but we do think it's about time the facts were known.

For years the Post Office has cooperated with mailers who have made "legitimate" mailings from foreign countries. The Post Office has accepted as "legitimate" any mailings that had a logical reason for being made from the country in question. Mailings from buyers or news-gatherers, etc. who were abroad were given splendid handling by the United States Postal Service. *And they will continue to be given the same fine treatment.*

However, even though a company or publication has an established office or is incorporated in the foreign country from which the mailing is being made, if the merchandise being offered will ultimately be shipped from the United States and the mailing is of such quantity as to warrant investigation, the prob-



This Christmas...

give your business friends and associates the gift that lasts all year . . .

A Subscription to

THE REPORTER OF DIRECT MAIL ADVERTISING

It's a gift that really will be appreciated by:

YOUR ASSOCIATES

Everyone in your office who has a hand in your direct mail program will welcome having their own copy each month.

YOUR CUSTOMERS

Printers, lettershops, list houses and brokers, suppliers to direct mail users, etc., will find that their customers are certain to appreciate a gift subscription.

COLLEGE STUDENTS

College students majoring in advertising and journalism are certain to thank you for this introduction to what's going on in the "inside" of the direct mail world.



Christmas Gift Subscription Rates

2 One-year Subscriptions,
—sent at same time \$10

Additional One-year Sub-
scriptions \$5

Single One-year Subscrip-
tions \$6

Your Own Subscription—
new, renewal, or exten-
sion can be included.

FIVE OR MORE subscriptions sent in at one time entitled to special rates. Indicate number of gift subscriptions wanted and we'll quote you our attractive bulk rates.

An attractive card will announce your gift

A gay greeting card mailed to arrive just before Christmas will announce your gift subscription. It will be hand inscribed with your name.

Should Your Gift go to a Present Subscriber

You needn't worry about whether people on your list are already REPORTER subscribers. We'll check each gift subscription against our present subscriber list and will notify present subscribers that their subscriptions have been extended for an additional year through your kindness.

SEND NO MONEY

You needn't bother sending a check now. We'll be glad to bill you.



USE THIS HANDY POSTAGE FREE
BUSINESS REPLY CARD TO SEND
IN YOUR GIFT SUBSCRIPTION
ORDER TODAY



the most direct way to address
direct mail



Eureka's original Duplistickers and Mail Aids offer the simplest, fastest and most economical method of addressing direct mail pieces! Perfect register, especially made paper for clear carbons, a wide choice of sizes and colors, a minimum of perforations: all of these combine to make Eureka's original Duplistickers the most direct way of addressing direct mail—in the most economical fashion!



Accept no substitute! For best results, insist on the original Eureka Duplistickers* and Direct Mail Aids!

*Reg. U.S. Pat. Off.



EUREKA SPECIALTY
PRINTING CO.
Scranton, Pa.

WHICH NEW MAIL ORDER MARKETS do YOU want to CAPTURE to bring YOU NEW MAIL ORDER CUSTOMERS IN VOLUME

Business Executives	Book Buyers
Luxury Buyers	Professional Men
Self-improvement	Health Seekers
Men Buyers of	Women Merchandise
Merchandise	Buyers
Givers to Charity	Sportsmen Mail
Horticultural Buyers	Buyers

Correspondence School Buyers and Inquirers, etc., etc.

These are some of the 28 MOSELY types of Mail Buyers and Inquirers of OVER 3000 companies available for modest-cost one-time Rental Addressing to create NEW MAIL ORDER CUSTOMERS IN VOLUME.

Write in detail about YOUR
Plans and List Needs to Dept. R-11
Today

MOSELY SELECTIVE LIST SERVICE

Mail Order Headquarters

38 NEWBURY STREET
BOSTON 18

NEW MAIL ORDER CUSTOMERS IN VOLUME

ability is that the mailing will be held up and the advertiser asked to pay United States postage before it is delivered.

We'd recommend that before you plan a large mailing from a foreign country, that isn't "legitimate" (in the Post Office sense) you check it with the postal authorities in Washington.

In case you're interested in where the United States Post Office gets its authority to hold up so-called "foreign mail" we'd like you to read and remember Protocol V. of the Universal Postal Union, signed in Paris July 5, 1947, and entered into force by the United States on July 1, 1948.

"MAILING OF CORRESPONDENCE IN ANOTHER COUNTRY

"No country is bound to forward or deliver to addressees articles which any senders domiciled on its territory mail or cause to be mailed in a foreign country with a view to profiting by lower rates which are established there. The rule applies, without distinction, either to articles prepared in the country inhabited by the sender and subsequently transported across the border, or articles prepared in a foreign country. The Administration concerned has the right to either return the articles in question to origin or to charge them with its domestic postage rates. The methods of collecting the charges are left to its discretion."

Pitney-Bowes, Inc. originators of the Postage Meter, have just published a booklet that is worth reading. (Copies are available from W. E. Smith, Pitney-Bowes, Inc., Stamford, Conn.). Among much other valuable information, the booklet contains a chart showing the 'Average Relative "Pulling Power" of Various Types of Postage in terms of Cost per Order or Inquiry'. Just in case you don't take time to send for the booklet, here's what the Chart shows:

- (1) Third Class Meter Stamps
- (2) First Class Meter Stamps
- (3) First Class Adhesive Stamps
- (4) Third Class Printed Postal Permit
- (5) Third Class Adhesive Stamps
- (6) Third Class Precancelled Stamps

DMAA IN ACTION

Things are moving along fast in DMAA planning circles.

President Harry Porter started the week following Chicago convention... writing to members asking for suggestions for next year. He has held two board meetings during month of Oct-

ober. One, believe it or not, was during the third game of world series... and the television set was turned off during the fourth inning.

Here are some of the actions taken so far:

1. A nominating committee has been appointed and given authority to make a complete study of the "political structure"... with the idea of getting better geographical representation on the Board. The Committee is also being asked to make recommendations on increasing the number of Board members. Those agreeing to serve on this most important committee are: Leonard Raymond, President, Dickie-Raymond, Inc., 80 Broad Street, Boston 10, Massachusetts; George F. McKiernan, President, George F. McKiernan & Company, 1056 West Van Buren Street, Chicago 7, Illinois and Dale Wylie, Sales Promotion Manager, Iron Fireman Mfg. Company, 3170 West 106th Street, Cleveland 11, Ohio. More power to these three men. If any of you have "kicks" which you have not voiced in the past, now is your time to reach receptive ears.

2. The Board of Directors decided to appoint two skilled research and public relations experts to make a complete study of the Direct Mail Leaders or "Best of Industries" set-up. More later on the subject. But it is important.

3. Planning and selling next year's convention will start now (this year) not next year.

General Chairman for 1950 convention (October 4, 5, 6 at Roosevelt Hotel, New York) will be John Wiley, Chairman of Board of Fuller & Smith & Ross Advertising Agency. Top staff members will be assigned to publicity and promotion.

Horace Baker of Cleveland will again head commercial exhibits committee. Floor plans are already being produced and will be sent to exhibitors before the end of November. Judging by enthusiasm at Chicago... there should be a rush for exhibit space and selections should be made now when budgets for 1950 are being planned.

Henry Hoke, Editor of The Reporter, will tackle the job of Program Chairman... but has warned everybody concerned that he will appoint assistants from all around the country, particularly those who have been sending in suggestions for future programs.

4. Duke Alexander of DuPont is heading a special committee to work with Executive Director Frank Frazier... to study the status of direct mail

We don't write copy . . .

We don't compile lists . . .

BUT

We **do** take your brainchild and "baby" it along with individual care and attention . . . accurate addressing, perfectly matched fillins, and mailing to your **exact** specifications, on time.

MARY ELLEN CLANCY

250 PARK AVENUE, NEW YORK 17
(at 46th Street) Plaza 9-1520

Addressing

(By hand, typing or plates)

Multigraphing - Mimeographing - Mailing

MEDICAL ADDRESSING SERVICE

We maintain a complete mailing list of all practicing physicians arranged by states and cities and by special groups. Addressing charges are low. 100% post office delivery is guaranteed on mailings made from our list. Orders are handled within a few days. Write for detailed counts and prices.

- Accuracy guaranteed
- Low cost addressing
- Write for counts and prices
- 72-hour service
- Clean address imprints

Fisher-Stevens Service, Inc.

345 Hudson Street
New York 14, N. Y.

education in schools and colleges . . . with idea of compiling an accurate list of all direct mail courses and of helping the educators to improve those courses.

So . . . it looks like a busy year ahead for the DMAA. Harry Porter is demanding and getting a lot of action on many fronts.

GETTING ONE FOOT— AND A SCHOOL BUS— IN THE DOOR!

REPORTER'S NOTE: Here's a little story with a different twist. It illustrates the power of even a simple one page "house magazine." Irvin Edelstein is advertising director of George Yakobian Associates, 210 St. Clair Street, Toledo 3, Ohio.

Selling an item like a school bus to a highly specialized and intelligent group of people . . . namely a school board . . . is a problem that has been faced and overcome by an alert local Wayne bus dealer.

For many years, Jesse J. Brown of Toledo has been selling Waynes in 25 counties throughout northwestern Ohio. Most of that time, he toured the district, hit and miss.

The same was true of his advertising program, conducted, of course, on an extremely limited advertising budget. Nothing seemed to help him get the potentials he was missing. He attempted newspaper, radio and direct by mail advertising, with unsatisfactory results.

He used the well known institutional devices . . . Christmas and New Year greetings, wall calendars, desk pads and other premiums. He added telephone directory advertising to his list.

Finally, he appealed to this agency to solve his problem. He asked for something intimate that would take Mr. Brown and his bus into the homes of some 1744 school board members regularly. The cost had to be moderate and Mr. Brown wanted results.

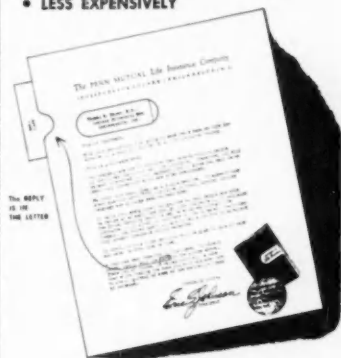
By a process of elimination, we hit upon what we thought would be a natural. For obvious reasons, we discarded the "easy" solutions such as penny postals, personal letters and other literature designed to sell Wayne bus bodies.

Instead, we designed a simple house organ, called it "Jesse J. Brown's Bulletin."

(Continued on page 30)



REPLY-O LETTERS
will do your selling job
• MORE EFFICIENTLY
• LESS EXPENSIVELY



NATIONAL ADVERTISERS SAY:

"Our Reply-O Letters produce between 10% and 22% replies. We have been able to trace 713 millions in business from an expenditure of \$27,000.00."

New England Mutual
Life Insurance Company

"An elaborate broadside with return postcard enclosed produced 8% returns. The Reply-O follow-up produced 24% from the same list."

The Mathiason Alkali
Works, Incorporated

"Reply-O-Letter topped all records . . . brought in the highest number of contract dollars ever pulled by any letter we have mailed . . . 700 inquiries, twice the number we have been able to draw by other forms of direct mail."

F. W. Dodge Corporation

To save you time, send along the following information when you request samples.

Frequency of mailings.
Average size of mailings.
Type of list.

This information will enable us to answer your initial letter with helpful, understandable facts and figures.

REPLY-O PRODUCTS CO.

150 W. 22nd St. . New York 11, N. Y.

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space, 3 lines. Help and
Situation Wanted Ads—50¢ per line—minimum space 4 lines.

ADDRESSING

ADDRESSING \$4.50 THOUSAND
No charge for our lists
"SPEEDADDRESS"
48-02 43rd St., Woodside, N. Y.
"A Postal District of N. Y. C."

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling
mail order, agent ads.
We show you how
Martin Advertising Agency
15P East 40th Street New York 16, N. Y.

ART

FREE SAMPLES, READY-TO-USE ART
Thousands of smart line drawings by
top artists, less than 5¢ each. Thrifty for
paste-ups. Write for free samples and
current release on approval. H. Volk,
Box 207, Atlantic City, N. J.

HELP WANTED—MALE

Experienced Davidson or Multilith oper-
ator for Publishing Department of Catho-
lic institution. References required.
Box 111, The Reporter, 17 E. 42nd St.,
New York 17.

HOUSE ORGAN EDITORS

YOU, AS AN EDITOR, WANT THE BEST
FOR YOUR READERS. AND IT IS MY
PRIVILEGE TO OFFER YOU FEATURE
EDITORIALS THAT RADIATE GOOD
WILL, COURAGE AND UNDERSTAND-
ING. SEND FOR MY FOLDER. DAVID S.
PATLSON, 1500 THIRD AVE., NEW
BRIGHTON, PA.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the
Multigraph, Dupligrath and Addresso-
graph machines. We specialize in the
re-manufacturing of used ribbons. Chi-
cago Ink Ribbon Co., 19 S. Wells St.
Chicago, Ill.

SITUATION WANTED—MALE

YOUNG MAN interested in Direct Mail
work. Mechanics and Copy. Age 24.
College graduate. List Broker and Re-
search Experience. Box 112, The Report-
er, 17 East 42nd St., New York 17, N. Y.

MAGAZINE AND BOOK PUBLISHERS.
DO YOU NEED AN EXPERIENCED
CIRCULATION MANAGER OR DIRECT
MAIL & MAIL ORDER SALES MGR?
May I send you an outline of outstand-
ing results produced as "working execu-
tive" for important publishing during
past 16 years? Box 103, Reporter of
Direct Mail Advertising, 17 E. 42 St.
New York 17.

STENCILS

Quality Letters from NEW Stencils
"Plastic-coated" PROCEL stencils make
copies so Stygian Black they seem to be
almost printed. PROCEL works with
any ink, gives maximum legibility, mini-
mum cut outs and type clogging. Let
PROCEL improve your letters! Write to
Remington Rand, Duplicator Supplies
Division, Bridgeport 1, Conn., Dept. R
for free information.

Current College Graduates
1946 1947 1948 1949
Practically all Colleges
and Universities available.

Industrial List Bureau

45 ASTOR PLACE GRamercy 5-3350 NEW YORK 3, N. Y.

tin," and loaded it with news items we
hoped would be of interest to school
board members.

Most important, we convinced Mr.
Brown that the way to sell his school
bus to these people was by letting
Wayne take "a back seat," in his publi-
cation, a single sheet, 8½" x 14"
"dup" job, divided into three columns
with newspaper style headlines and ar-
ticles.

With our fingers crossed, we mailed
out Vol. 1, No. 1, in February. The
headings indicate the type of news we
selected: BOWLING GREEN CHOR-
AL GROUP MAKES NEW ENGLAND
TRIP; OREGON TOWNSHIP STADIUM SEATS 4,000 PER-
SONS; ARLINGTON SCHOOL
SEEKS \$217,000 EXPANSION; NEW
COUNTY SUPERINTENDENT
NAMED IN HANCOCK COUNTY.

We slipped in stories telling of the
many advantages of Wayne all-metal
buses and a report of school bus de-
livery difficulties.

The results were exactly as we had
anticipated. The school board members
read the paper. And every time Mr.
Brown covered his territory, he found
the doors open!

Since that first issue, we have added
numerous features to the "Bulletin." A
prominent article titled, "Wayne Is My
Baby," written by Mr. Brown, sells his
product and himself because of its hu-
mor and folksy style.

Here is Mr. Brown's testimonial to
the effectiveness of the "Bulletin":
"The 'Bulletins' have not resulted in
school boards calling me up and saying
they wanted to buy a bus. I never ex-
pected that. However, the publication
has served as a wonderful pre-introduc-
tion and made it possible to get one
foot in the door. That is what we are
most interested in and we have been
able to walk on through without trou-
ble."

As a result of his paper, Mr. Brown
has become acquainted with people he
never knew before. And while they
"kid" him about his articles, all praise
the readability of the paper. More im-
portant, they know his name!

Recently, when Mr. Brown's "Bulle-
tin" placed a city school in the wrong
county, the small error brought a flood
of protest . . . and an immediate cor-
rection.

A "big" advertising agency might
turn up its nose at Mr. Brown's little
sheet . . . but it sells buses. That's
what counts!

POST CARD CHECKS

Several months ago, The Reporter mentioned Post Card Checks which are being used or promoted in some spots around the country. The bankers don't like them. July issue of Journal of the American Bankers Association carried an article by Melvin C. Miller outlining the objections: (1) Signatures too public; (2) Forgery hazard increased; (3) Size different than standard checks; (4) Not possible to include identifying stubs or slips; (5) Would confuse bank clerks . . . and a few other reasons. We're inclined to agree with Mr. Miller.

HOW GOOD IS DIRECT MAIL?

(read this carefully)

There are too many executives who have no real knowledge or appreciation of how effective and how resultful direct advertising can be, who do not credit this medium with its true stature as a sales merchandising method. There are some, too, who make exaggerated claims for direct advertising.

To argue the merits of general advertising (magazines, newspapers, radio) versus direct advertising by mail is pointless. They are simply not the same animal. To introduce or merchandise a new automobile, household appliance, food, beverage, or other purely consumer product solely by direct advertising would be economically unsound and obviously foolish. But if, in whole or in part, your product or service falls into classified selective markets, and if you want sales leads, or expressions of interest, or concentrated promotion in these specialized markets, there's no advertising medium on earth that will get results for you like direct advertising.

DIRECT ADVERTISING IS THE ACTION MEDIUM

Direct advertising is the *only* medium for getting direct results and response from specialized groups in any impressive volume. It's the *action* medium.

Generally, lists for direct advertising are relatively small. We've seen a high-response, high-profit approach to a list as small as 100. Clients selling to

business markets consider an executive group neighboring on 200,000 their best market. Magazine circulation promotion, fund raising drives, do run into high numbers—but the promotions are still to selective markets even when they approach the half million figure. And it is important to observe that direct advertising is used in these cases because it is the only medium that can achieve the required results in these fields, at the lowest cost.

Direct advertising is *not* the answer to everything in product and service promotion. We *know* that our direct advertising programs for clients are more effective and resultful because their space advertising is effective. Direct advertising often is, in effect, the finishing punch as well as the coordinating medium.

Nor do we always go after maximum response from a given mailing. There are plenty of occasions when we deliberately write and plan for restricted response, and for a variety of reasons. Capacity for salesman follow-up can make it essential to control response. Quality of leads desired can effect the technique used. Combined personal and mail follow-up, the desire to disseminate information to a large selective group, can be a cue for a high-response approach. It all depends upon what your needs are, what your sales plan is.

The important thing is that direct advertising is flexible, adaptable. Given the knowledge, you can draw from it practically any result you want.

REPORTER'S NOTE: To all of the above . . . we say a loud "Amen." It appeared on the opening two pages of a new promotion booklet just issued by Dickie-Raymond, Inc., 80 Broad Street, Boston 10, Massachusetts. Titled "More Sales at Lower Cost Through Professional Counsel," 8 1/2" x 11", twelve pages. Best of booklet describes "What we do, how we do it." It's always encouraging to find a direct mail outfit putting direct mail in its proper place. There should be no fighting between the media. There should be no unfounded claims for direct mail. It is what it is. Nothing more. And that's enough.

An Iowa congressman sent free seeds to a constituent in a franked envelope, on the corner of which were the usual words: "Penalty for private use \$300." A few days later the congressman received this letter: "I don't know what to do about them garden seeds you sent me. I notice there is a fine of \$300 for private use. I want to plant them in my private garden but I can't afford to pay \$300 for the privilege. Try and see if you can fix it so I can use them privately. I am a law-abiding citizen and I don't want to commit no crime."

—Campers Weekly

From Nuggets
h.m. The Barnes-Ross Co
Indianapolis 4, Indiana

How Many DUDS Can You Afford?

Mailers are getting more and more finicky about the mailing lists they rent. Their budgets for mail-selling promotions are tighter. They're looking for fatter returns from test mailings—doing more shopping around among list brokers.

We think it's a good thing. Our business always seems to perk up when mailers put the pressure on. Probably because we offer them **people**, not mere **names**, in the lists we recommend. It makes us gluttons for work, to be sure. But we're happy enough with the customer's payoff. How about you?

Write on your business letterhead for our descriptive folder "WHICH WILL YOU HAVE—NAMES OR PEOPLE?"



SPECIAL LIST BUREAU
DIVISION of DICKIE-RAYMOND
80 BROAD STREET, BOSTON 10

YOURS FREE!

22 Tested Ways to

INCREASE YOUR BUSINESS

Just clip the coupon below—attach to your Letterhead—and MAIL.

Send me my FREE copy of



My Name _____

R-2

D. H. AHREND COMPANY

Creative Direct Advertising

333 E. 44th St., N. Y. 17, MU 6-3212

**HERE'S YOUR ANSWER
TO SOARING DIRECT-
MAIL COSTS**

DIRECT-MAIL COMBINE-VELOPES
The 4-in-1 Direct-Mail Sales Package
Include Outgoing Envelope, Sales
Letter, Order Form, Return Envelope,
Delivered Ready to Address.

Write
THE SAWDON COMPANY, INC.
484 Lexington Ave., New York 17, N. Y.

**When you
need
RECENT
BIRTH
LISTS**

**Remember
WM. F. RUPERT**
Compiler of NATIONAL
BIRTH LISTS EXCLUSIVELY
for the past fifty years.
90 Fifth Ave., New York 11
OR 5-3523

FREE REPRODUCTION RIGHTS

...are included in your sub-
scription to the Art Mart*
Service. Send for details.

ART MART P.O. Box 2121 Dallas 1, Texas

 **THE
100,000** 
**SELECTED OWNERS OF U. S. PLEASURE
CRAFT AND PRIVATE PLANES**

*All-Male Purchasing Power Luxury
Travel Adventure Technical*

Entire list completely circularized every
60 days by our own publications. 97%
address accuracy guaranteed.

**LISTS THAT PAY OFF. SEE YOUR BROKER
BOAT & EQUIPMENT NEWS
224 East 41st Street, New York 17, N. Y.
AIRCRAFT & EQUIPMENT NEWS**

Now In Preparation

**MAIL ORDER
BUSINESS DIRECTORY**

Lists. Classifies thousands. Pre-publi-
cated Mail Order Businesses (nation price) **\$750**
ROBERT ISAACSON
92 LIBERTY ST., NEW YORK 6

SALES LETTERS

that say a mouthful

Send for FREE Sales Letter Outline

ORVILLE E. REED
First National Bank Bldg., Howell, Mich.

BUY THIS SPACE....

and offer your product or service or
mailing lists. Your message will be
read by the top users of direct mail
advertising. Cost \$10 per inch.

**"CONTROLLED"
ADVERTISING**

REPORTER'S NOTE: Here's another good
"short" by Orville E. Reed of Howell, Mich-
igan. It's worth reading.

While it is true that every type of
advertising is good in its place, it seems
to me that direct mail advertising is
the only medium over which an ad-
vertiser has complete "control."

The user of direct mail can control
every phase of a campaign, whereas in
other media he is limited as to format,
timing, etc.

Let's consider this matter of "con-
trol."

CONTROLLED EXPENDITURE.

Every dollar spent on direct mail ad-
vertising buys advertising directed to
actual prospects. There is a minimum
of circulation, provided the mailing
list is well constructed.

The expenditure is controlled in an-
other way—you can reach any section
of your prospect list—those with
unique needs—and by sending a spe-
cific proposition to a specific list of
known, interested prospects, your ad-
vertising dollar goes further.

CONTROLLED CIRCULATION.

When display advertising is used, or
billboards, you buy the entire circula-
tion offered by the medium. With
direct mail you can pick and choose
parts of the entire group, and thus
reduce the size of each mailing, and
keep an absolute control over who gets
your message.

CONTROLLED TIMING. You can
time your direct mail with business
conditions, seasons, days of the week,
etc. You can place your message into
the hands of prospects at the best psy-
chological moment, rather than de-
pend upon publication dates set by the
medium. This matter of timing is,
as every salesman knows, an important
one. You can follow up your message
within a day, or a week, or ten days, or
two weeks, or after the lapse of what-
ever time you have proven best to get
the best results.

CONTROLLED ATTENTION.

You can control the attention of your
message because it does not have to
compete with news (as in a newspaper)
or fiction (as in a magazine), but
stands alone and, if well executed, can
control the attention and interest of
the prospect.

CONTROLLED FORMAT. Direct
mail advertising is not confined to any
specified column width or page size. Di-
rect mail advertising can take advantage
of size, up to whatever proportions the
imagination can conceive. An adver-
tiser can make use of unusual shapes
to give his message increased attention
value.

CONTROLLED REPRODUCTION

The direct mail advertiser is not
confined in the preparation of his mes-
sage to any one printing process. He
can have it reproduced offset or letter-
press, whichever suits his purpose
best. He can use as many colors as he
wants. He has absolute control over
the mechanical reproduction of his mes-
sage, not possible when depending up-
on the mechanical limitations of a news-
paper or magazine.

Now, it is true that many direct mail
advertisers do not take advantage of all
of the controls they have at hand when
planning a campaign. But the astute
direct mail advertiser has at his com-
mand complete control of circulation,
expenditure, size, shape, color, repro-
duction, timing, and attention.

In every other form of advertising,
with the exception of direct mail, the
copywriter, the artist, the layout man
must confine their flights of fancy to the
mechanical limitations of the medium.
In every other form of advertising,
with the exception of direct mail, the
advertiser must generalize his appeal
because of the generalization of the
circulation he buys. In every other
type of advertising, with the exception
of direct mail, his budget must be set
up according to the "rates" of the pub-
lication reaching the type of buyer he
wants to reach.

When you hear of an advertiser who
is "down" on direct mail, bear in mind
that the trouble is not with the medium,
but with the advertiser's use of the
medium.

He can control every step of the
campaign, and if he fails to do so, the
blame should be placed not on direct
mail, but on his methods.

◆ **THAT FELLOW Harry Beard** sure be-
lieves in short letters . . . so this item
belongs in Short Notes. Here's his
latest collection letter:

Dear Dr.

A baby sitter is paid "hush money"!
The "baby" in this case is your unpaid
account of \$. . . We've
been "sittin'" with it for a long time.
We'll be glad to "hush up." All it takes
is your check for \$. . .

Thank you.

Yours truly,

J. B. LIPPINCOTT COMPANY

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING — TRADE

Shapins Typing Service.....68-12 Roosevelt Ave., Woodside, N. Y.

ADDRESSING MACHINES

Rossin Addresser Co.....214 South 4th, Minneapolis, Minn.

ART SERVICE

The Art Mart.....Box 2121, Dallas 1, Texas

AUTOMATIC INSERTING

True, Sullivan, Neilhart Assn., Inc., 47-20 23rd St., Long Is. City 1, N. Y.

AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co., 610 N. Carpenter St., Chicago 22, Ill.

AUTOMATIC TYPEWRITING

Ambassador Letter Service Company.....11 Stone St., New York 4, N. Y.

BOOKS

Graphic Books, Inc.....17 East 42nd St., New York 17, N. Y.

COMPOSING MACHINES

Ralph C. Coxhead Corp.....720 Fredriehuisen Ave., Newark 5, N. J.

COPYWRITER (Free Lance)

Arthur Kleinwald.....230 West 41st St., New York 18, N. Y.

DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc., 325 East 40th St., New York 17, N. Y.
Homer J. Buckley & Associates, Inc., 57 E. Jackson Blvd., Chicago 4, Ill.
Circulation Associates.....1745 Broadway, New York 19, N. Y.
Dickie-Raymond, Inc., 80 Broad Street, Boston 10, Mass.
Duffy & Fahry, Inc., 633 N. Water St., Milwaukee 2, Wis.
McNulty Advertising Agency.....310 W. Washington St., Chicago 6, Ill.
Mailgraph Co., Inc., 39 Water Street, New York 4, N. Y.
Paul Michnick Advertising.....150 Nassau St., New York 7, N. Y.
Oreille E. Reed.....1st National Bank Bldg., Howell, Mich.
Reply-O Products Company.....150 West 22nd St., New York 11, N. Y.
Paul Smullen Advertising.....320 Broadway, New York 7, N. Y.
Tested Sales Producers, Inc., 131 West 53rd St., New York 19, N. Y.
Philip J. Wallach Company.....150 East 35th St., New York 16, N. Y.

DIRECT MAIL TRAINING COURSE

Henry Huke.....17 East 42nd St., New York 17, N. Y.

ENGRAVERS

Pioneer-Moss, Inc., 460 West 34th St., New York 1, N. Y.

ENVELOPES

American Envelope Mfg. Co., 26 Howard St., New York 13, N. Y.
Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.
Cupples-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 16, Mo.
Samuel Cupples Envelope Co., Inc., 360 Furman St., Brooklyn 2, N. Y.
Curtis 1000, Inc., 380 Capitol Ave., Hartford 6, Conn.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
Massachusetts Envelope Co., 641 Atlantic Ave., Boston 11, Mass.
McGill Paper Products, Inc., 501 Park Ave., Minneapolis 15, Minn.
The Standard Envelope Mfg. Co., 1600 East 29th St., Cleveland 14, Ohio
Tension Envelope Corporation.....345 Hudson St., New York 14, N. Y.
United States Envelope Company.....Springfield 2, Mass.
The Wolf Envelope Company.....1749-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES

The Sawdon Company, Inc., 480 Lexington Ave., New York 17, N. Y.

HAND COLORING

Reba Martin, Inc., 145 West 44th St., New York 19, N. Y.

INKS

Interchemical Corporation.....350 Fifth Ave., New York 1, N. Y.

LABEL PASTERS

Poldevin Machine Company.....1281-38th St., Brooklyn 18, N. Y.

LETTER GADGETS

A. Mitchell.....111 West Jackson Blvd., Chicago 4, Ill.

LETTERHEADS

Universal Lithographing Co., 4309 Diversey Ave., Chicago 29, Ill.

MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co., 3000 Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Mailing Service, Inc., 915 Broadway, New York 10, N. Y.
Benart Mail Sales Service, Inc., 228 E. 45th St., New York 17, N. Y.
Century Letter Co., Inc., 48 East 21st St., New York 10, N. Y.
Mary Ellen Clancy Company.....259 Park Ave., New York 17, N. Y.
A. W. Dicks & Co., 24 Adelaide St., W., Toronto 1, Canada
Mailgraph Co., Inc., 39 Water St., New York 4, N. Y.

Mailways.....200 Adelaide St., West, Toronto 1, Ont., Canada
The Rylander Company.....19 S. Wells St., Chicago 6, Ill.
Woodington Mail Adv. Service.....1215 Arch St., Philadelphia 7, P. A.

MAILING LISTS

Advertisers Mailing Service, Inc., 915 Broadway, New York 10, N. Y.
Advance Publishing Service.....313 East 21st St., New York 10, N. Y.
Boat & Equipment News.....224 East 41st St., New York 17, N. Y.
Boyd's City Dispatch, Inc., 114-120 East 23rd St., New York 10, N. Y.
George R. Bryant Co., 55 W. 42nd St., New York 18, N. Y.
Creative Mailing Service, Inc., 24 S. Grove St., Presport, N. Y.
D-R Special Bureau.....80 Broad St., Boston 10, Mass.
Direct Mail Promotions.....10 East 43rd St., New York 17, N. Y.
Dunhill List Company.....565 Fifth Ave., New York 17, N. Y.
Fisher-Stevens Service, Inc., 141 Hudson St., New York 14, N. Y.
Guld Company.....74 Ninth Ave., New York 11, N. Y.
Industrial List Bureau.....45 Astor Place, New York 3, N. Y.
Robert Isaacson.....92 Liberty St., New York 6, N. Y.
Willa Maddern.....215 Fourth Ave., New York 3, N. Y.
J. R. Monty's Turf Fan List.....291 East 46th St., New York 17, N. Y.
Muesely Selective List Service.....38 Newbury St., Boston 16, Mass.
Names Unlimited, Inc., 75 West 45th St., New York 19, N. Y.
New Outlet Surveys.....33 Union Square, New York 3, N. Y.
Official Catholic Directory Lists.....12 Barclay St., New York 8, N. Y.
W. S. Ponton, Inc., 635 Avenue of the Americas, New York 11, N. Y.
Wm. F. Rupert.....50 Fifth Ave., New York 11, N. Y.
James E. True Associates.....47-30 33rd St., Long Is. City 1, N. Y.

MESSENGER SERVICE

Airline Delivery Service.....60 East 42nd St., New York 17, N. Y.

METERED MAIL EQUIPMENT

Pitney-Bowes Inc., Stamford, Conn.

MIMEOGRAPHING

Nassau Letter Service.....134 Nassau St., New York 7, N. Y.

MULTIGRAPHING

Fordham Press, Inc., 2500 Webster Ave., New York 58, N. Y.
The Michael Press.....145 West 45th St., New York 19, N. Y.

OFFSET PLATEMAKERS

Michael Lith Company.....145 West 45th St., New York 19, N. Y.

OFFSET PRINTING

Advertisers Service Litho Corp., 161 West Harrison St., Chicago 5, Ill.
Baehman Reproduction Service.....250 E. 43rd, New York 17, N. Y.

PAPER MANUFACTURERS

The Champion Paper & Fibre Company.....Hamilton, Ohio
Fox River Paper Corp., 2013 Appleton St., Appleton, Wis.
Hammermill Paper Company.....Erie, Pennsylvania
International Paper Company.....220 East 42nd St., New York 17, N. Y.
Rising Paper Company.....Housatonic, Massachusetts

PHOTO RETOUCHING AND ART

Joan Bishop.....506 Walnut St., Elmira, N. Y.

PLATES & STENCILS

Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

POSTCARDS

Artvue Post Card Company.....227 Fifth Ave., New York 10, N. Y.

PRINTERS & LITHOGRAPHERS

Advertisers Service Litho Corp., 161 West Harrison St., Chicago 5, Ill.
Brooklyn Press.....325 Adams St., Brooklyn 1, New York
The House of Dval.....30 Irving Place, New York 3, N. Y.
Excella Press, Inc., 490 North Roman Ave., Chicago 24, Ill.
The Michael Press.....145 West 45th St., New York 19, N. Y.
Stecher-Traung Litho. Corp., 274 N. Goodman St., Rochester 7, N. Y.

PRINTING EQUIPMENT

Harris Seybold Company.....4510 East 71st St., Cleveland 5, Ohio
Rapid Roller Company.....Federal at 26th, Chicago, Ill.

QUANTITY PHOTOGRAPHS

J. J. K. Copy-Art.....165 West 46th St., New York 19, N. Y.

SEALING & MAILING MACHINES

Seal-O-Matic Machine Mfg. Co., Inc., So. Hackensack, N. J.

STENCIL CUTTING & ADDRESSING

Phillips Stencil Addressing Service, 5 Beekman St., New York 7, N. Y.

TRADE ASSOCIATIONS

Direct Mail Advertising Assn., 17 East 42nd St., New York 17, N. Y.
Mail Advertising Service Assn., 18552 Fairfield Ave., Detroit 21, Mich.

TYERS

National Bundle Tyer Company.....Blissfield, Michigan

TYPE FACES

American Type Founders Sales Corp., Elizabeth, New Jersey

SHORT NOTES DEPARTMENT

(Continued from page 5)

company). The Brunswick-Balke-Clender Company, Ltd. won top honors for the best Direct Mail Campaign.



◆ **SPEAKING OF TORONTO** . . . while there, this reporter visited Vic Ferry, in charge of the Public Relations Division of the Toronto Post Office. What a set-up! We've written before this about Canadians going out to **SELL** the Post Office service . . . but this is first time we've seen the system in operation. Mailing lists compiled and furnished to advertisers at reasonable rates . . . smart, trained men available to advertisers to explain how they can use the mails. And it's paying its way . . . in increased revenue. That is what we've been recommending as one of the solutions of the deficit problems in the U. S. Post Office. But pressure from "somewhere" prevents the adoption of any such simple solution.



◆ **THE REPORTER STAFF** enjoyed attending the convention of the The National Association of Photo-Lithographers at Statler Hotel, New York, October 19th to 22nd. Walter Soderstrom's membership sure turned out in droves . . . and the exhibit halls were jammed. Good to meet so many of our good friends from around the map.

Harris-Seybold suite operating at full tilt as usual. One of the most unusual set-ups this year was suite of Electric Boat Company (which builds submarines for U. S. A.—but has gone into



printing equipment business). They took over a Statler Suite and converted space into a replica of submarine interior. Valves, blinking flaring lights, dive signals, etc. Such hilarity!

And here's a long due pat on the back for one of the hardest working ladies connected with the Graphic Arts.—Mrs. Jean Mayfield, associated with her dad, Al Bourges. We've seen her operating at innumerable exhibits. She has all the other exhibitors licked a mile for showmanship and concentrated energy. She starts demonstrating her color correcting screens before most of the rest of the exhibitors have started decorating. When the crates are being packed up and hauled away . . . she's still at it with the last strugglers. Good selling.



◆ **ONE NEW THING** which caught our eye at the N.A.P.L. Convention should be of interest to Multilith and Davidson users. A new pre-sensitized plastic plate, using a number 2A photo-flood and a simple printing frame, takes less than 4 minutes from start of exposure to running on the press. No chemicals for developing or fixing. Moisture on press does the trick. If interested write Harold M. Pitman Company, North Bergen, New Jersey for detailed information.



◆ **SUPERIOR COACH CORPORATION**, Lima, Ohio appointed a new sales manager. Since he was already well known in trade, it was decided to let Mr. Jack Rees tell his own story in a unique folder. First cover shows a glimpse of office with voice saying to secretary—"Miss Smith take a letter . . ." On next inside fold a picture of Jack Rees at his desk starting to dictate "to all funeral directors . . ." Inside next fold (full sheet) the actual letter dictated. Well done.



◆ **COORDINATED ADVERTISING** is often talked about, but rarely accomplished. A. W. Lehman, Advertising Manager of the Euclid Road Machinery

It was smooth sailing for the U. S. S. EBCO at the NAPL Convention, as evidenced by the smiling faces in this photograph.

Left to right: Charles Harwood, Chicago District Manager; Al Johnson, District Manager, West Coast; Owen Adams, Sales Representative; M. O. Brewer, Sales Manager; and Peter Rice, Sales Representative; all of Printing Machinery Division, Electric Boat Company.

Company, Cleveland 17, Ohio sent us an example of what he is doing. The inside spread of his latest mailing folder was printed from plates that were originally prepared for a trade paper advertisement. By using these plates it was, of course, possible to keep production costs low. Even more important was the fact that the mailing folder provided an effective follow-up for the trade paper advertisement and could be used by Euclid distributors as part of their own direct mail program.



◆ **THE AMERICAN BUSINESS WRITING ASSOCIATION**, with headquarters at 304 David Kinley Hall, Urbana, Illinois, is a group of college teachers of business writing. The Reporter frequently runs items from their excellent bulletin. The ABWA has just elected a new slate of officers. They are:

J. Harold Janis, Pres., New York University, New York; C. R. Anderson, Sec.-Treas.-Editor Bulletin, University of Illinois, 101 David Kinley Hall, Urbana; H. B. Young, V. P. East, Pennsylvania State College; Mamie Meredith, V. P. Mid-West, University of Nebraska, Lincoln; J. H. Menning, V. P. South, University of Alabama, University, Ala.; Jessie Graham, V. P. West, 451 N. Hill St., Los Angeles; A. L. Cosgrove, University of Oklahoma, Norman; L. W. McKelvey, Northwestern University, Evanston; C. C. Parkhurst, Boston University, Boston; C. W. Wilkinson, Ass't Secretary-Editor, University of Illinois, 304 David Kinley Hall, Urbana.

The annual convention this year will be at the Netherland Plaza Hotel in Cincinnati, December 29 and 30. We understand that non-teachers can obtain bulletins for \$3.00 per year.



◆ **USING JOKES** to sell caskets might seem incongruous, but Henry Fraser, President of the Peninsular Casket Company, 4445 Calster, Detroit, Michigan doesn't think so. He thinks embalmers are just as human as any other business man, and to them a casket is just another piece of merchandise. So Peninsular has started a monthly miniature h.o. 4" x 9" single sheet titled "pen points." Two columns of small type. Mostly jokes. Very little serious advertising.



◆ **WHAT ARE YOU** doing with Direct Mail? Is **THE REPORTER** on your mailing list for all your mailings? We search all incoming material for the best ideas to report in Short Notes or other departments of the magazine. You may as well "get in the act."



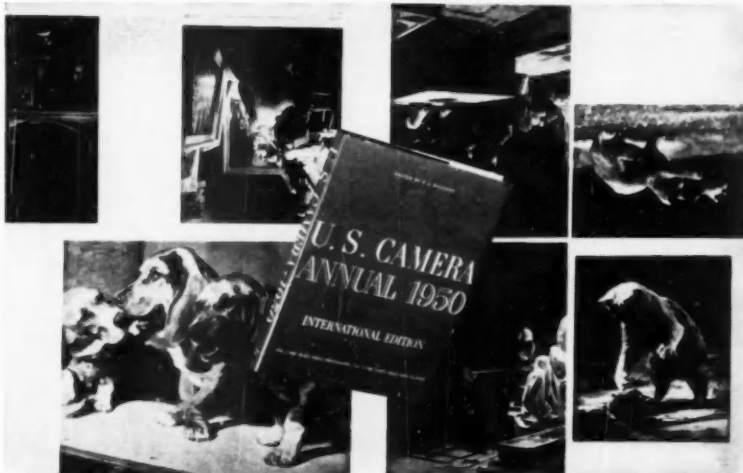
Keeping in Touch

International Printing Ink

Everdus, Gemtone, Holdfast and IPI are trade-marks of Interchemical Corporation

IPI • DIVISION OF INTERCHEMICAL CORPORATION • 650 ELEVENTH AVE., N. Y. 19. • ADDRESS INQUIRIES DEPT. A

PROSPECT PRESS PICKS IPI HOLDFAST HALFTONE BLACK, NEW IPI PROCESS INKS FOR 1950 U. S. CAMERA ANNUAL



The 1950 U. S. Camera Annual contains 350 of the world's finest photographs in black and white and 16 pages of color photos—all printed with IPI inks.

Your IPI salesman has a free 32 page signature for you. It is yours for the asking. Or write IPI Headquarters, 650 Eleventh Avenue, New York 19, N. Y.

NEW PRICES ON SMALL QUANTITIES OF EVERYDAY INKS IN ASSORTED COLORS

Now 5 small cans or 2 large cans of IPI Everyday packaged inks in assorted colors can be bought at prices which previously applied or these quantities only in single color lots. Place an Everyday order today—and save as much as 8 per cent on either assorted colors or single colors in large or small cans.



NOW YOU CAN COMPARE GEMTONE INKS WITH CONVENTIONAL IPI PROCESS INKS



We have a new supply of these popular Gemtone Comparison Folders. They show the added snap, depth and "premium finish" you get with IPI Gemtone Process Inks. Write us or ask your IPI salesman for a copy. There are 31 IPI Branches and Service Stations throughout the country.

IPI Inks Again Chosen To Print "Most Wanted" Photographic Volume

For fifteen straight years the U. S. Camera Annual has been printed with IPI inks. This year the printer (Prospect Press, Inc., New York, N. Y.) chose one of the new IPI Holdfast Halftone Blacks and the new IPI Process Inks.

The U. S. Camera Annual has been printed by many different printers since 1935, and by several different processes—but always with IPI inks. Printing a bookful of prize-winning photographs demands the finest materials and superb craftsmanship.

Printers who use IPI inks are likely to be good printers. This observation is confirmed by the large share of today's quality halftone and color work printed with IPI inks. More than one hundred million copies of leading national magazines and countless millions of newspapers have IPI inks on their pages. And most of the packages you see are printed with IPI inks.

Like the 14 editions before it, the 1950 U. S. Camera Annual is the world's most wanted photographic volume. Such continued approval by critical camera fans is a great tribute to consistently good reproduction of excellent original material.

For your next halftone or color printing problem, why not take a tip from the printers of 15 consecutive U. S. Camera Annals? Try the new IPI Holdfast Halftone Blacks and IPI Process Inks. They are thoroughly tested on all types of commercial presses and popular stock—ready to give you extra quality press results.

Christmas 1949

This Christmas, let us give thanks to God, who guides our destiny, for the many blessings bestowed on America — free worship, free speech, free press, free ballot, free schools and free enterprise.

¶ As we pay homage to the birth of Christ in our churches and in our homes, around the festive board and Christmas tree, let us so value these privileges that we may ever be on the alert to defend our freedom against tyranny. ¶ Let us by our actions and deeds give succor and courage to those less fortunate people who suffer from aggression and oppression. ¶ Let us pray that America forever stand a Christian bulwark before all the world. ¶

INTERNATIONAL PAPER COMPANY